

Import model count climbs to 199

U.S. car buyers can select from 26 makes

By John K. Teahen Jr.
Managing Editor

Priced from \$4,995 to \$156,000, the leading makes of imported cars are offering 199 models to U.S. buyers as the spring selling season rolls in.

The total is up from 188 at this time last year, and it also tops the totals of other recent years:

Year	Import Models
March, 1982	180
March, 1981	181
March, 1980	156
March, 1979	158
March, 1978	150

The 199 models in this year's tabulation are offered by 26 makes and they account for virtually all of the imported cars sold in this country.

There are four new nameplates for 1984, and all are sporty autos. Bertone and Pininfarina are offered by Malcolm Bricklin's International Automobile Importers. Bertone is the former Fiat X1/9 coupe/roadster and Pininfarina is the former Fiat Spider convertible.

Also joining the ranks are the Dodge Conquest and Plymouth Conquest coupes which Chrysler imports from Japan's Mitsubishi.

Missing from this year's list are DeLorean, which has died; Fiat, which is no longer imported, and Dodge Challenger and

Plymouth Sapporo, which were replaced by Conquest.

Who has the most models? Well, who has the most sales? The answers are the same. Toyota leads with 27 selections and Nissan has 24. From there on down, sales volume and model count of individual makes are not related.

By country of origin, it's a case of Japan and the Five Dwarfs. The Japanese makes have 115 models followed by West Germany, 38; Sweden, 16; France, 15; Italy, 8, and England, 7.

The import model total of 199 is well below the current domestic count of 293, but a closer look at those figures discloses some rather surprising similarities. Here's the comparison:

	Imports	Domestics
Four-door models	70	109
Two-door models	96	134
Convertibles	7	12
Four-door wagons	26	37
TOTALS	199	292

In percentage of model mix, the two groups are very similar. For the imports, 35 percent of the models are four-doors; for the domestics, it's 37 percent.

Two-doors (coupes, hatchbacks, hardtops) make up 48 percent of import total and 46 percent of the domestic fleet. Convertibles account for 4 per-

cent on each side, and wagons make up 13 percent for each.

Some of the imports, incidentally, call their hatchbacks "three-door" or "five-door" models. Only the side doors are counted in this tabulation.

Import convertibles are offered by Alfa Romeo, Ferrari, Pininfarina, Porsche, Rolls-Royce and Volkswagen. Coupe/roadster types like Bertone X1/9, Porsche 911 Targa and Mercedes-Benz 380-SL are counted as coupes in this rundown.

One reason for the increase in import models this year is the inclusion of turbos, both gasoline and diesel. It is felt that turbos have enough differences in trim, equipment and mechanicals to merit the separate model designation. In the past, they were included only if the turbo was the base engine.

In counting import models, AUTOMOTIVE NEWS uses the same criteria as in tabulating U.S. cars. A choice of transmission (four-speed, five-speed or automatic) or a choice of engine size or type (gas or diesel) does not necessarily constitute a separate model. And vans are excluded from the count for both imports and domestics.

As noted, Toyota leads the imports with 27 models and



Alfa Romeo's turbo version of the 2-liter Giulietta sedan, shown at the recent Brussels Auto Show, has a power output of 170-BHP, up a third on the standard version. Known as the Autodelta Turbo, its top speed is nearly 130 MPH.

Nissan is second with 24. Next in line are Subaru, 17; Mazda, 14; Mitsubishi, 11; Peugeot, 11; Volkswagen, 11, and Volvo, 10.

Totals for other leading import makes are: Honda, 9; Mercedes-Benz, 9; Audi, 8; Saab, 6; BMW, 5; Porsche, 5; Dodge Colt, 4; Plymouth Colt, 4; Ferrari, 4; Renault, 4; Rolls-Royce, 4; Isuzu, 3; Jaguar, 3; Alfa Romeo, 2; Bertone, 1; Pininfarina, 1; Dodge Conquest, 1, and Plymouth Conquest, 1.

The figures for Volkswagen, Renault and Honda do not include models made in the U.S. The VW Rabbit, the Renault Alliance and Encore and the Honda Accord and Accord LX four-door sedans are included

in the domestic total.

For the especially well-heeled buyer who wants something really exclusive, there is another baker's dozen imports. Volume is extremely low, generally a few hundred or less. Thus, they are excluded from the model count for the leading imports.

This group and the models offered consists of Aston Martin, 3; Bentley, 3; Maserati, 2; Lamborghini, 2; TVR, 2, and Lotus, 1. Maserati is planning higher volume for its new Biturbo coupe, which is now arriving in the U.S. If the plans bear fruit, Maserati could be included in next year's list of "leading imports."

MODELS OFFERED BY LEADING IMPORTS

(As of March 1, 1984)

	4-Door Models	2-Door Models	Convertibles	4-Door Wagon	1983 Totals	1984 Totals (March 1, 1984)
Alfa Romeo	0	1	1	0	2	(2)
Audi	4	3	0	1	8	(6)
Bertone	0	1	0	0	1	(0)
BMW	3	2	0	0	5	(5)
Challenger (Dodge)	0	0	0	0	0	(1)
Colt (Dodge)	2	2	0	0	4	(5)
Colt (Plymouth)	2	2	0	0	4	(5)
Conquest (Dodge)	0	1	0	0	1	(0)
Conquest (Plymouth)	0	1	0	0	1	(0)
DeLorean	0	0	0	0	0	(1)
Ferrari	0	2	2	0	4	(3)
Fiat	0	0	0	0	0	(2)
Honda*	1	7	0	1	9	(9)
Isuzu	1	2	0	0	3	(5)
Jaguar	2	1	0	0	3	(3)
Mazda	5	9	0	0	14	(16)
Mercedes-Benz	5	3	0	1	9	(8)
Mitsubishi	4	7	0	0	11	(8)
Nissan	5	16	0	3	24	(22)
Peugeot	7	0	0	4	11	(6)
Pininfarina	0	0	1	0	1	(0)
Porsche	0	4	1	0	5	(5)
Renault*	0	2	0	2	4	(6)
Rolls-Royce	2	1	1	0	4	(4)
Saab	3	3	0	0	6	(4)
Sapporo (Plymouth)	0	0	0	0	0	(1)
Subaru	3	9	0	5	17	(14)
Toyota	10	13	0	4	27	(28)
Volkswagen*	6	2	1	2	11	(10)
Volvo	5	2	0	3	10	9
TOTALS	70	96	7	26	199	(188)
Totals (March 1, 1983)	(61)	(102)	(5)	(20)		

*—U.S. built models of Honda, Renault and Volkswagen are omitted from the import model count, they are included in the U.S. model tabulation. Those models are Honda Accord 4-door sedan, Renault Alliance and Encore and all VW Rabbits except the convertible.

IMPORT PENETRATION INTO U.S. CAR MARKET

(Units in Thousands)

Year	Retail Sales		Share of U.S. Market		Domestic Imports
	Domestic	Imports	Domestic	Imports	
1970	7,119	313	1,280	8,399	3.7
1971	8,681	579	1,561	10,242	5.7
1972	9,327	629	1,614	10,940	5.7
1973	9,676	743	1,748	11,424	6.5
1974	7,454	592	1,399	8,853	6.7
1975	7,053	808	1,571	8,624	9.4
1976	8,611	942	1,499	10,110	9.3
1977	9,109	1,388	2,074	11,183	12.4
1978	9,312	1,357	2,002	11,314	12.0
1979	8,341	1,770	2,332	10,673	16.6
1980	6,581	1,906	2,398	8,979	21.2
1981	6,208	1,859	2,328	8,537	21.8
1982	5,759	1,802	2,223	7,982	22.6
1983	6,795	1,916	2,386	9,181	20.9

Source: MVMA

IMPORT SALES BY NAMEPLATE

1983 VS. 1982

	Calendar Year 1983	Calendar Year 1982		Calendar Year 1983	Calendar Year 1982
Alfa Romeo	3,002	2,193	Stanza	64,429	59,152
Audi	47,934	45,954	Maxima	76,209	54,187
4000	12,266	13,164	200SX	31,158	48,436
4000d	956	3,172	300ZX/280ZX	71,144	57,260
5000S/Wagon	23,382	16,721	Hawaii	8,840	6,552
5000td	5,188	4,243	Other		393
5000 turbo gas	1,962	4,130	Peugeot	15,241	14,044
Coupe	3,358	4,235	5400	476	1,547
Quattro	240	289	505	9,286	4,390
4000S Quattro	582		505D	164	785
BMW	59,243	52,392	505TD	4,531	6,505
318/320	34,619	36,461	604	338	836
528e	11,239	10,540	Tourist	446	279
533	4,765		Porsche	21,831	14,407
633	2,613	1,515	924		1,677
733	6,007	3,876	924 Turbo		64
Chrysler/Mitsubishi	103,569	102,227	944	13,554	5,125
Colt	73,671	75,031	911SC	5,640	4,34
Conquest/Sapporo/Chal'ger	25,595	27,169	928	2,637	2,177
Vista	4,303		Renault	33,229	37,540
DeLorean	400†	2,746	LeCar	11,148	20,107
Fiat	6,184	14,113	18i	6,053	7,559
Strada		4,478	Fuego	16,028	9,874
Brava		2,452	Rolls-Royce	1,046	908
X-1/9		2,359	Saab	26,323	18,463
Spider 2000		4,824	900	7,094	4,469
Honda	350,670	365,865	900S	6,622	4,055
Civic	127,856	132,469	Turbo	12,117	9,655
Civic CRX	10,287		Tourist	490	284
Accord	171,736	195,524	Subaru	156,840	150,335
Prelude	41,188	37,872	Toyota	555,766	530,246
Isuzu	20,731	15,462	Starlet	6,717	19,339
i-Mark	11,876	15,462	Corolla	143,430	175,198
Impulse	8,855		Tercel	147,965	135,896
Jaguar	15,815	10,349	Celica	117,836	115,690
XJ6	13,110	8,940	Supra	26,972	34,046
XJS	2,705	1,409	Camry	52,654	
Lancia	637	1,174	Corona	12	3,109
Mazda	173,388	163,150	Cressida	39,755	37,448
GLC	51,313	54,348	Land Cruiser	4,805	3,088
626	69,561	58,740	VanWagon	8,084	
RX-7	52,514	50,062	Hawaii	7,536	6,431
Mercedes-Benz	73,692	65,963	Other		1
190D	1,551		Volkswagen	77,009	67,345
190E	2,629		Rabbit Convertible	9,612	8,983
2400	9,728	13,480	Jetta	22,013	20,304
3000	19,191	17,263	Vanagon	15,193	12,247
3000CD	2,002	1,726	Quantum	16,486	11,330
300TD	2,811	2,896	Dasher		659
300SD	18,759	16,686	Scirocco	13,705	13,222
280E/CE		26		88,857	72,375
380SE	928		DL	44,505	39,430
500/380SEL	4,879	3,692	GL	16,427	11,525
380SL/SLC	9,255	8,405	GLT/Turbo	13,198	10,413
500/380SEC	1,957	1,758	GLE	212	2,661
Mitsubishi	32,755	3,950	DL Diesel	101	516
Starion	6,209	1,164	GL Diesel	4,487	6,889
Cordia	12,799	1,471	Coupe	13	78
Tredia	13,474	1,315	760 (gas)	6,516	
Nissan	521,902	470,246	760 TurboDiesel	2,223	
210		61,292	Tourist	1,175	807
Sentra	209,770	130,161	Grand Total	2,386,064	2,221,447
310		43,557	estimate		
Pulsar	60,233	9,256			

Price increase averages \$163.25

'Popular-priced' class falls to 51.5 percent of import sales

By John K. Teahen Jr.
Managing Editor

Imported-car prices have risen in the past 12 months. The average increases on 1984 models were considerably higher than in the preceding year, but they were not nearly so large as those of earlier years.

The annual AUTOMOTIVE NEWS

analysis found an average hike of \$163.25 for the best-selling — or "popular-priced" — imports. It amounted to 2.52 percent.

It was nearly three times as much as the jump of \$57.39, or 0.91 percent, recorded in the 1983 survey.

But that was an unusual year; the season-to-season hikes had

been running much higher than that: \$488.09 in the 1982 study, \$812.60 in 1981, \$187.89 in 1980, \$600.02 in 1979 and \$435.38 in 1978.

The boost of \$163.25 is based on a comparison of 57 models offered by 10 makes. They are models that appear in both the current and the year-ago line-

ups of those nameplates.

The cutoff point was \$8,000. Cars in that price class accounted for 51.5 percent of the imported autos sold in the U.S. last year.

The price limit and the share of market tell their own story of what has happened to auto prices through the years.

AUTOMOTIVE NEWS began its annual analysis of import prices in 1970. At that time, the cutoff point for the popular-priced class was \$3,000 and 93.5 percent of import-car sales were in

that group. By 1978, the limit had risen to \$5,000 and the market share was still an overpowering 79 percent.

In the last three surveys, the top of the popular-priced class has been \$8,000. The market share was 69.8 percent in 1982. It dropped to 60.4 percent last year, and now it stands at 51.5.

Thus, nearly half of the import buyers are willing to pay more than \$8,000 for their cars. Obviously, the person who selects a foreign auto is not looking for price alone.

In fairness to the imports, it must be noted that prices of domestic cars have risen as much or more than those of their foreign counterparts. In 1970 and for many years after that, it was possible to finance a new car, imported or domestic, by taking out an auto loan rather than a mortgage loan.

The 57 models in this year's under-\$8,000 comparison are offered by Dodge Colt, Plymouth Colt, Honda, Isuzu, Mazda, Mitsubishi, Nissan, Subaru, Toyota and Volkswagen.

Only two of those makes were anywhere near the average increase of \$163.25. Subaru was a bit under the norm at \$160 and Mazda was a bit over at \$170.

Elsewhere, there were wide variations. On the Jetta models, Volkswagen made a diesel the base engine for '84 and priced those models \$600 less than '83s with gasoline engines.

Only VW's imported models are included in this analysis, and Jetta is the only line under \$8,000. Rabbit is omitted because it is a domestic car. Likewise, the U.S.-built Renault Alliance and Encore are also excluded.

Isuzu I-Mark prices are unchanged from a year ago, and the hike averaged \$17 on corresponding '84 and '83 units in the Dodge Colt and Plymouth Colt lines. Mitsubishi Tredia and Cordia models in this segment climbed an average of \$80.

Above-average increases in this class were posted by the three-top-selling imports. Toyota was up \$242, Nissan was up \$357 and Honda was up \$368.

The average increase for the top five Japanese lines in this market segment was \$245.20. Those lines are Toyota, Nissan, Honda, Mazda and Subaru.

In the medium-priced field — \$8,001 to \$15,000 — the increase during the past year averaged \$544.95, or 5.22 percent. As in the lower-priced group, it was greater than the hike of \$374.16, or 3.53 percent in last year's study.

But it was less than the average boost of \$898.79 in 1982 and \$1,067.34 in 1981.

The comparison in this class embraced 54 models offered by 12 makes. Included are the Toyota Camry, Celica and Cressida; the Nissan Stanza, 200-SX and Maxima; the Honda Prelude and most Accords, and the Mazda 626 and RX-7.

The VW convertible, Scirocco and Quantum fall in this range, as do the Audi 4000 and Coupe, the Mitsubishi Starion and top-line Tredia and Cordia, the Volvo DL, the Saab 900 and 900-S, most Peugeot 505s, the Renault Fuego and Sportwagon and the Isuzu Impulse.

There are other imports in this price class, but they are newcomers so there is no basis for year-to-year price comparison.

Four makers boosted their medium-priced models more than the \$544.95 average for the class. They were Mazda, up \$696; Volkswagen, \$704; Volvo,

Continued on Page E-18

Is everyone else asking too much? Or are we asking too little?

At Subaru, we truly believe in giving you the most car for the least amount of money.

The Subaru version of more car.

Some automakers talk about leg and shoulder room. Some talk about rack and pinion steering or front wheel drive. Others talk about durability and reliability. Yet all that and more can be had in a Subaru Hatchback for a mere \$4,989.*

And that's just the beginning.

We've proven that advanced cars don't have to be expensive cars.

Standard on every Subaru is front wheel drive for improved road holding. And only Subaru has a

full line of vehicles that can go from front to "On Demand"™ Four Wheel Drive. We also offer Turbo-Traction™ — a combination of fuel injected turbo charging, "On Demand" Four Wheel Drive and automatic transmission. Both are innovations we pioneered.

At Subaru, being a pioneer in technology means we've discovered new ways to give you more for your money.

You save a lot when you buy a Subaru. And a lot more when you drive it.

Every Subaru — (Our practical Hatchback, family size Wagon, sporty Two Door Hardtop, open

back Brat, even our luxury Four Door Sedan) is designed to meet the demands of the economy as well as it meets the demands of the road. The engineering that goes into a Subaru, and the high mileage** you get out of one, make it inexpensive to own. And drive.

What's more, many dealers also offer Subaru Added Security. It's the only extended service contract backed directly by Subaru.

So think about it. Is Subaru offering too much for the money? Or is everyone else offering too little?

SUBARU.
Inexpensive. And
built to stay that way.



Safetybelts save lives.

*Suggested retail price for our STD Hatchback. Dealer's actual price may vary. Price does not include dealer prep, inland transportation, taxes, license, and title fees. Certain items shown optional at extra cost.

**34 EPA EST. MPG, 46 EPA EST. HWY. 1984 EPA estimate for our STD Hatchback. Use EST. MPG for comparisons. Your actual mileage will probably be less. © Subaru of America, Inc. 1983

Prices of imported cars

Prices in effect March 1, 1984

The following prices are Manufacturer's Suggested Retail prices. They include ocean freight and import duty. They do not include state or local taxes, optional equipment or special equipment required by state laws. Mercedes-Benz prices include inland shipping fees; others do not. Where East Coast and West Coast prices differ, East Coast prices are used, unless otherwise indicated. Prices are for 1984 models, unless otherwise noted.

Copyright, 1984, Automotive News

ALFA ROMEO—GTV-6 coupe (5-speed), \$19,000; Spider convertible (5-speed), \$16,000. (Power disk brakes standard on both models.) (Prices do not include dealer prep fee.)

ASTON MARTIN—V-8 Coupe, \$96,000; Volante convertible, \$115,000; Lagonda 4-door sedan, \$150,000. (Automatic transmission, power steering, power disk brakes, radio, air conditioning standard on all models. 5-speed manual transmission is \$2,000 extra on Coupe and Volante.) (Prices include dealer prep fee.)

AUDI—4000-S—2-door sedan (5-speed), \$12,390; 4-door sedan (5-speed), \$12,980; 4-door sedan (automatic), \$13,405; 4000-S Quattro—4-door sedan (5-speed), \$16,500; Audi Coupe GT—Coupe (5-speed), \$14,500; coupe (automatic), \$14,925; 500-S—4-door sedan (5-speed), \$16,480; 4-door sedan (automatic), \$16,905; 4-door wagon (5-speed), \$17,480; 4-door wagon (automatic), \$17,905; 500-S Turbo—4-door sedan (automatic), \$22,250; Audi Quattro—Coupe (5-speed), \$35,000. (Power steering and air conditioning standard on all models. Power disk brakes standard on all models except Audi Coupe. Radio standard on 4000-S Quattro, 500-S Turbo and Audi Quattro.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne—4-door sedan, \$97,950; L 4-door sedan, \$108,390; Corniche—Convertible, \$155,470. (Automatic transmission, power steering, power disk brakes, radio, air conditioning standard on all models.) (Prices do not include dealer prep fee.)

BERTONE—X 1/9 Targa convertible (5-speed), \$13,990. (Radio, air conditioning are standard.) (Prices do not include dealer prep fee of \$179.)

BMW—318i—2-door sedan (5-speed), \$16,430; 2-door sedan (5-speed), \$24,565; 318i—4-door sedan (5-speed), \$36,335; 318i—Coupe (5-speed), \$40,705. (Power steering, power disk brakes, air conditioning standard on all models. Radio standard on all models except 318i. Automatic transmission is \$495 on 318i, \$795 on other models.) (Prices do not include dealer prep fee of \$90 on 318i, \$100 on 318i and \$110 on other models.)

BATSON—See Nissan.

DODGE COLT—E 3-door hatchback (4-speed), \$4,995; DL 3-door hatchback (4x2 Twinstick), \$5,893; E 5-door hatchback (4x2 Twinstick), \$5,639; DL 5-door hatchback (4x2 Twinstick), \$6,029. (Power disk brakes standard on all models. Automatic transmission is \$314, not available on E 3-door hatchback.)

DODGE COLT VISTA—Van Wagon (4x2 Twinstick), \$8,115. (Power disk brakes are standard. Automatic transmission is \$388.)

DODGE CONQUEST—2-door Liftback (5-speed), \$12,149. (Power disk brakes, power steering, radio are standard. Automatic transmission is \$524.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom, \$5,684; Royal, \$6,290; Sport, \$7,018. Pickup Trucks (4-wheel drive)—Custom, \$7,870; Royal, \$8,670; Sport, \$9,143. (Power disk brakes standard on all models. Automatic transmission is \$444 on Custom and Royal 2WD, \$342 on Sport 2WD, \$563 on Custom 4WD, \$399 on Royal 4WD, \$342 on Sport 4WD.)

FERRARI—(1983 models)—300 Series—GTB coupe (5-speed), \$52,900; GTSi Spider convertible (5-speed), \$59,500; Mondial—Coupe (5-speed), \$59,500; Cabriolet (5-speed), \$65,000. (Power disk brakes, air conditioning standard on all models.) (Prices do not include dealer prep fee of \$350.)

HONDA—Civic CRX—1.3 coupe (5-speed), \$6,142; 1.5 coupe (5-speed), \$6,592; 1.5 coupe (automatic), \$6,882; Civic—1.3 3-door hatchback (4-speed), \$5,242; 1.5 DX 3-door hatchback (5-speed), \$6,292; 1.5 DX 3-door hatchback (automatic), \$6,592; 1.5 3-door hatchback (5-speed), \$6,842; 1.5 4-door sedan (5-speed), \$7,092; 1.5 4-door sedan (automatic), \$7,392; 1.5 4-door wagon (5-speed), \$6,992; 1.5 4-door wagon (automatic), \$7,292; Accord—1.8 3-door hatchback (5-speed), \$7,691; 1.8 3-door hatchback (automatic), \$8,241; 1.8 4-door sedan (5-speed), \$8,541; 1.8 4-door sedan (automatic), \$8,891; Accord LX—1.8 3-door hatchback (5-speed), \$8,841; 1.8 3-door hatchback (automatic), \$9,191; 1.8 4-door sedan (5-speed), \$9,941; 1.8 4-door sedan (automatic), \$10,291; Prelude—1.8 coupe (5-speed), \$9,987; 1.8 coupe (automatic), \$10,337. (Power disk brakes standard on all models. Power steering standard on Accord 4-door sedan, both Accord LX and Prelude, and Prelude. Air conditioning standard on Accord LX 4-door sedan.) (Prices include dealer prep fee.)

ISUZU—1-Mark (gasoline engine)—Deluxe 4-door sedan (5-speed), \$6,535; Deluxe 4-door sedan (automatic), \$6,867; 1-Mark (diesel engine)—Coupe (4-speed), \$6,720; Deluxe 4-door sedan (5-speed), \$7,385; Deluxe 4-door sedan (automatic), \$7,717; Impulse—Coupe (5-speed), \$10,498; coupe (automatic), \$10,878. (Power disk brakes standard on all models. Power steering, radio, air conditioning standard on Impulse.) (Prices do not include dealer prep fee, but dealer is reimbursed for prep work by American Isuzu Motors.)

ISUZU PUP PICKUP TRUCKS—4x2 models (gasoline engine)—Standard bed (4-speed), \$5,775; Deluxe standard bed (5-speed), \$6,519; Deluxe standard bed (automatic), \$6,851; LS standard bed (5-speed), \$7,295; long bed (4-speed), \$5,930; long bed (5-speed), \$6,674; Deluxe long bed (5-speed), \$7,006; LS long bed (5-speed), \$7,450. 4x4 models (gasoline engine)—Deluxe standard bed (4-speed), \$8,189; LS standard bed (4-speed), \$8,965; Deluxe long bed (4-speed), \$8,344; LS long bed (4-speed), \$9,120. 4x4 models (diesel engine)—Standard bed, 4-speed, (not available in California), \$8,540; standard bed, 4-speed (California only), \$8,540; Deluxe standard bed (5-speed), \$7,284; Deluxe standard bed (automatic), \$7,616; long bed (5-speed), \$6,695; Deluxe long bed (5-speed), \$7,439; Deluxe long bed (automatic), \$7,771; LS long bed (5-speed), \$8,215. 4x4 models (diesel engine)—Deluxe standard bed (4-speed), \$8,540; standard bed (4-speed), \$7,790; Deluxe long bed (4-speed), \$8,109; LS long bed (4-speed), \$8,885. (Power disk brakes standard on all models. Radio standard on LS models with 2-wheel drive.) (Prices do not include dealer prep

fee, but dealer is reimbursed for prep work by American Isuzu Motors.)

JAGUAR—XJ-S Series III—4-door sedan, \$31,100; Vanden Plas 4-door sedan, \$34,200; XJ-S (V-12)—Sport coupe, \$34,700. (Automatic transmission, power steering, power disk brakes, radio, air conditioning standard on all models.) (Prices do not include dealer prep fee, which averages \$350-\$400.)

LAMBORGHINI—5000-S Countach—Coupe (5-speed), \$99,500; P-350 Jalpa—Targa coupe (5-speed), \$53,125. (Power disk brakes, radio, air conditioning standard on both models.) (Prices do not include dealer prep fee.)

LOTUS—Turbo Esprit 2-seater coupe (5-speed), \$47,984. Price is for 1983 model. (Power disk brakes, air conditioning are standard.)

MASERATI—Bitter—Coupe (5-speed), \$25,945; Quattroporte V-8—4-door sedan, \$66,210. (Power steering, power disk brakes standard on Quattroporte and Quattroporte.) (Prices do not include dealer prep fee.)

MAZDA—GLC Series—3-door hatchback (4-speed), \$4,995; Deluxe 3-door hatchback (5-speed), \$5,895; Luxury 3-door hatchback (5-speed), \$6,445; Deluxe 4-door sedan (5-speed), \$6,445; Luxury 4-door sedan (5-speed), \$7,095; 626 Series—Deluxe coupe (5-speed), \$14,495; Deluxe 4-door sedan (5-speed), \$14,495; Luxury coupe (5-speed), \$10,095; Luxury 4-door sedan (5-speed), \$9,695; LX—5-door Touring Sedan (5-speed), \$10,695; RX-7-S coupe (5-speed), \$10,195; GS coupe (5-speed), \$11,295; GSI coupe (5-speed), \$13,095; GSI-SE coupe (5-speed), \$15,095. (Power disk brakes standard on all models. Power steering standard on 626 LX. Luxury models. Radio standard on 626 LX and all RX-7 models except S coupe. Air conditioning standard on RX-7 GSI-SE coupe.) Automatic transmission is \$290 on GLC models, not available on base hatchback; \$360 on 626 models and \$500 on RX-7 GS and GSI. (Car prices are the same for Mazda Central and Mazda East, the two importers.) (Prices include dealer prep fee.)

MAZDA PICKUP TRUCKS—B-2000 Superduty (gasoline engine)—Short bed (5-speed), \$5,795; long bed (5-speed), \$6,095 for Mazda Central and \$5,995 for Mazda East; SE short bed (5-speed), \$5,995; SE long bed (5-speed), \$6,295 for Mazda Central and \$6,195 for Mazda East; Sport short bed (5-speed), \$6,595; Sport long bed (5-speed), \$6,795; B-2200 (diesel engine)—Short bed (5-speed), \$6,545; long bed (5-speed), \$6,745. (Power disk brakes standard on all models. Automatic transmission is \$350 on gasoline-engine models for Mazda Central and \$325 on gasoline-engine models for Mazda East.) (Mazda Central and Mazda East are the two importers of Mazda vehicles. Prices are the same except where noted.) (Prices include dealer prep fee.)

MERCEDES-BENZ—190 Series—190-E 4-door sedan (5-speed), \$22,850; 190-E 4-door sedan (automatic), \$23,430; 190-D 4-door sedan (diesel), \$22,930; 190D 4-door sedan (diesel), \$23,510; 300 Series (Turbo)—300-D 4-door sedan (5-speed), \$31,940; 300-TD 4-door wagon (automatic), \$35,310; 300-CD coupe (automatic), \$35,220; 300-SD 4-door sedan (automatic), \$39,500; 300 Series—380-SE 4-door sedan (automatic), \$42,730; 380-SE coupe-roaster (automatic), \$43,820; 500 Series—500-SEL 4-door sedan (automatic), \$51,200; 500-SEC coupe (automatic), \$56,800. (Power disk brakes standard on 300-D and 300-SD. Power steering standard on 300-SD and 500-SEC. Air conditioning standard on 300-SD and 500-SEC. Tax of \$750. (Power disk brakes, power steering, radio, air conditioning standard on all models.) (Prices include dealer prep fee and inland shipping to dealer.)

MITSUBISHI—Tredia—4-door sedan (5-speed), \$6,590; L 4-door sedan (4+4 manual), \$7,579; L 4-door sedan (automatic), \$7,949; L 4-door sedan (4+4 manual), \$8,649; L 4-door sedan (automatic), \$9,029; Turbo 4-door sedan (5-speed), \$8,989; Carolla—2-door hatchback (5-speed), \$6,989; L 2-door hatchback (automatic), \$7,259; LS 2-door hatchback (5-speed), \$9,059; LS 2-door hatchback (automatic), \$9,439; Turbo 2-door hatchback (5-speed), \$9,459; Starion—LS Turbo 2+2 coupe (5-speed), \$12,509; LE Turbo 2+2 coupe (5-speed), \$14,279; LE Turbo 2+2 coupe (automatic), \$14,799; ES Turbo 2+2 coupe (5-speed), \$14,559. Montero Sport Utility Vehicle—Montero 3-door (metal top, 5-speed), \$9,439; Montero Sport 3-door (metal top, 5-speed), \$10,159; Montero Sport 3-door (metal top, automatic), \$10,499. (Power disk brakes standard on Tredia, Cordia and Montero. Power steering standard on all models except base Tredia and base Cordia. Radio standard on all models except base Tredia, base Cordia and base Montero. Air conditioning standard on Starion LE and Starion ES.) (Prices include dealer prep fee.)

MITSUBISHI PICKUP TRUCKS—Two-Wheel Drive—Mighty Max (4-speed), \$5,749; SP pickup (5-speed), \$6,849; SP pickup (automatic), \$7,179; SP Turbo pickup (diesel, 5-speed), \$7,769; SPX pickup (5-speed), \$7,839; SPX Turbo pickup (diesel, 5-speed), \$8,819. Four-Wheel Drive—SP pickup (5-speed), \$9,089; SP Turbo pickup (diesel, 5-speed), \$9,989; SPX pickup (5-speed), \$9,289; SPX Turbo pickup (diesel, 5-speed), \$10,639. (Power disk brakes standard on all models. Power steering standard on SPX 2WD and all 4WD. Radio standard on SPX 2WD and SPX 4WD.) (Prices include dealer prep fee.)

NISSAN—Sentra—2-door sedan (5-speed), \$5,199; Deluxe 2-door sedan (5-speed), \$6,349; Deluxe 2-door sedan (automatic), \$6,949; NPG diesel 2-door sedan (4-speed), \$6,749; Deluxe 4-door sedan (5-speed), \$6,549; Deluxe 4-door sedan (automatic), \$7,149; Deluxe 4-door wagon (5-speed), \$7,049; Deluxe 4-door wagon (automatic), \$7,649. Sentra LE—2-door sedan (5-speed), \$6,949; 2-door sedan (automatic), \$7,299; 4-door sedan (5-speed), \$7,149; 4-door sedan (automatic), \$7,499; hatchback coupe (5-speed), \$7,449; hatchback coupe (automatic), \$7,799; 4-door wagon (5-speed), \$7,649; 4-door wagon (automatic), \$7,999. Pulsar NX—Coupe (5-speed), \$7,749; coupe (automatic), \$8,099. Stanza—XE 2-door hatchback (5-speed), \$8,299; XE 2-door hatchback (automatic), \$8,649; XE 4-door hatchback (5-speed), \$8,499; XE 4-door hatchback (automatic), \$8,849; GL 4-door sedan (5-speed), \$9,099; GL 4-door sedan (automatic), \$9,449. 200-SX—Deluxe hatchback coupe (5-speed), \$8,499; Deluxe hatchback coupe (5-speed), \$8,899; Turbo XE hatchback coupe (5-speed), \$11,699. Maxima—4-door sedan (5-speed), \$11,399; 4-door sedan (automatic), \$11,899; 4-door wagon (automatic), \$12,799. 300-ZX—Coupe (5-speed), \$15,799; coupe (automatic), \$16,299; 2+2 coupe (5-speed), \$16,299; 2+2 coupe (automatic), \$17,499; Turbo Coupe (5-speed), \$18,199; Turbo Coupe (automatic), \$18,699. Anniversary Edition Turbo Coupe (5-speed), \$25,999; Anniversary Edition Turbo

Coupe (automatic), \$26,499. (Power disk brakes standard on all models. Power steering and radio standard on Sentra XE and all Pulsar, Stanza, 200-SX, Maxima and 300-ZX models. Air conditioning standard on Maxima and 300-ZX.) (Prices include dealer prep fee.)

NISSAN PICKUP TRUCKS—Pickup Trucks (2-Wheel Drive)—Base regular bed (5-speed), \$5,999; MPG regular bed (5-speed), \$5,999; Deluxe regular bed (5-speed), \$7,199; Deluxe regular bed (automatic), \$7,549; Sport truck regular bed (5-speed), \$8,145; Standard long bed (5-speed), \$6,449; Deluxe long bed (5-speed), \$7,345; Deluxe long bed (automatic), \$7,695; Heavy-duty long bed (5-speed), \$7,445; Sport Truck long bed (5-speed), \$8,295; Cab and chassis dual wheel (5-speed), \$7,495; King Cab MPG (5-speed), \$6,895; King Cab short bed (5-speed, California only), \$7,245; King Cab short bed (automatic), \$7,595; King Cab Deluxe (5-speed), \$7,795; King Cab Deluxe (automatic), \$8,145; King Cab Deluxe Diesel (5-speed), \$8,635; King Cab XE (5-speed), \$9,250; King Cab XE (automatic), \$9,675. Pickup Trucks (4-Wheel Drive)—Deluxe regular bed (5-speed), \$8,995; Sport Truck regular bed (5-speed), \$8,995; Sport Truck regular bed (5-speed), \$9,745; Deluxe long bed (5-speed), \$9,145; Deluxe Sport Truck (5-speed), \$9,895; King Cab Deluxe (5-speed), \$9,595. (Power disk brakes standard on all models. Power steering standard on all models except base regular bed and long bed, MPG regular bed and King Cab MPG. Radio standard on King Cab XE and Sports Trucks.) (Prices include dealer prep fee.)

PEUGEOT—605 (gasoline engine; 5-speed)—GL 4-door sedan, \$11,300; S 4-door sedan, \$14,845; STI 4-door sedan, \$15,800; GL 4-door wagon, \$11,990; S 4-door wagon, \$16,095. 505 (turbo-diesel; 5-speed, unless otherwise noted)—GL 4-door sedan, \$12,800; S 4-door sedan, \$16,345; STI 4-door sedan, \$17,300; GL 4-door wagon (automatic), \$13,860; S 4-door wagon (automatic), \$17,965. 604—4-door sedan (5-speed), \$20,885; 4-door sedan (automatic), \$21,285. (Power disk brakes and power steering standard on all models. Radio and air conditioning standard on all models except 505 GL sedan and wagon. Automatic transmission is \$370 on 505 models.) (Prices do not include dealer prep fee.)

PININFARINA—Azzurra convertible (automatic), \$16,995; Azzurra convertible (automatic), \$17,490. (Power disk brakes, radio, air conditioning are standard.) (Price does not include dealer prep fee of \$179.)

PLYMOUTH COLT—E 3-door hatchback (4-speed), \$4,995; DL 3-door hatchback (4x2 Twinstick), \$5,893; E 5-door hatchback (4x2 Twinstick), \$5,639; DL 5-door hatchback (4x2 Twinstick), \$6,029. (Power disk brakes standard on all models. Automatic transmission is \$314, not available on E 3-door hatchback.)

PLYMOUTH COLT VISTA—Van Wagon, (4x2 Twinstick), \$8,115. (Power disk brakes are standard. Automatic transmission is \$388.)

PLYMOUTH CONQUEST—2-door Liftback, \$12,149. (Power disk brakes, power steering, radio are standard. Automatic transmission is \$524.)

PORSCHE—944—Coupe (5-speed), \$21,440; coupe (automatic), \$21,940. 911 Carrera—Coupe, \$31,950; Targa Coupe, \$33,450; Cabriolet, \$36,450. 928-S—Coupe (automatic), \$44,000. (Power disk brakes and power steering standard on 944 and 928-S. Air conditioning standard on all models.) (Prices do not include dealer prep fee.)

RENAULT—Alliance—2-door sedan (4-speed), \$5,959; L 2-door sedan (4-speed), \$6,465; L 4-door sedan (4-speed), \$6,715; DL 2-door sedan (5-speed), \$7,065; DL 4-door sedan (5-speed), \$7,365; Limited 4-door sedan (5-speed), \$8,027. Encore—3-door Liftback (4-speed), \$5,755; S 3-door Liftback (5-speed), \$6,365; S 5-door Liftback (4-speed), \$6,515; LS 3-door Liftback (5-speed), \$6,995; LS 5-door Liftback (5-speed), \$7,195; GS 3-door Liftback (5-speed), \$7,547. (All Alliance and Encore models are built in the U.S.) Sportwagons—4-door wagon (5-speed), \$9,595; Touring Edition 4-door wagon (5-speed), \$11,350. Fuego—Coupe (5-speed), Turbo injection, \$8,995; Turbo Coupe (5-speed), \$11,395. (Power disk brakes standard on all models. Power steering standard on both Sportwagon and both Fuego. Radio standard on all models except base Alliance and base Encore. Air conditioning standard on both Sportwagon and Fuego Turbo. Automatic transmission is \$435 on base Alliance, \$338 on Alliance DL and Limited and Encore LS and GS; \$420 on Sportwagon and base Fuego.) (Prices include dealer prep fee.)

ROLLS ROYCE—Silver Spirit—4-door sedan, \$98,500; Silver Spur—4-door sedan, \$109,000. Camargue—2-door sedan, \$150,600. Corniche—Convertible, \$156,000. (Automatic transmission, power steering, power disk brakes, radio, air conditioning standard on all models.) (Prices do not include dealer prep fee.)

SAAB—900 Series—3-door hatchback, \$11,100; 4-door sedan, \$11,420. 900-S—3-door hatchback, \$13,850; 4-door sedan, \$14,310. 900 Turbo—3-door hatchback, \$16,940; 4-door sedan, \$17,400. (Power disk brakes and power steering standard on all models. Radio standard on 900 Turbo. Automatic transmission is \$390 on all models, 5-speed manual is standard.) (Prices do not include dealer prep fee of \$60.)

SUBARU—2-Door Hatchbacks—Standard hatchback (4-speed), \$5,116; DL hatchback (5-speed), \$5,123; GL hatchback (5-speed), \$6,854; GL hatchback (automatic), \$7,164; GL hatchback (4-wheel drive), \$7,403. 4-Door Sedans—DL sedan (5-speed), \$6,660; GL sedan (5-speed), \$7,259; GL sedan (automatic), \$7,569; GL sedan (4-wheel drive), \$7,808. 4-Door Wagons—DL wagon (5-speed), \$6,899; GL wagon (5-speed), \$7,496; GL wagon (4-wheel drive), \$7,748; GL wagon (4-wheel drive), \$8,047; GL wagon (4-wheel drive, automatic), \$8,357; GL Turbo wagon (4-wheel drive, automatic), \$10,303. 2-Door Hardtops—DL hardtop (5-speed), \$6,776; GL hardtop (5-speed), \$7,452; GL hardtop (4-wheel drive, automatic), \$7,702; GL Turbo hardtop (4-wheel drive, automatic), \$11,063. BRAT (4-wheel drive)—GL, \$7,723; GL automatic, \$7,723; GL Turbo (automatic), \$10,100. (Power disk brakes, radio standard on all models. Power steering standard on GL sedan, GL wagon, GL hardtop and all BRAT models. Air conditioning standard on Turbo wagon, Turbo hardtop and turbo BRAT.) (Prices include dealer prep fee.)

TOYOTA—Starlet—3-door Liftback (4-speed), \$5,898; 3-door Liftback (5-speed), \$5,948. Tercel—Standard 3-door Liftback (4-speed), \$5,098; Deluxe 3-door Liftback (5-speed), \$5,598; Deluxe 3-door Liftback (automatic), \$5,928; SR-5 3-door Liftback (5-speed), \$6,818; Deluxe 5-door Liftback (5-speed), \$6,188; Deluxe 5-door Liftback (automatic), \$6,488; Deluxe 5-door wagon (5-speed), \$6,588; Deluxe 5-door wagon (automatic), \$6,888; Deluxe 4x4 wagon (5-speed), \$7,458; SR-5 4x4 wagon (5-speed), \$8,278; Camry—Deluxe 4-door sedan (5-speed), \$8,498; Deluxe 4-door sedan

(automatic), \$8,848; LE 4-door sedan (5-speed), \$7,195; LE 4-door sedan (automatic), \$7,548; Deluxe 5-door Liftback (5-speed), \$6,748; Deluxe 5-door Liftback (automatic), \$7,098; Deluxe diesel 4-door sedan (automatic), \$7,398; Deluxe diesel 5-door Liftback (5-speed), \$7,298. Corolla Sport—SR-5 hardtop coupe (5-speed), \$7,598; SR-5 hardtop coupe (automatic), \$8,098; SR-5 Liftback sport coupe (5-speed), \$7,778; Camry—Deluxe 4-door sedan (5-speed), \$8,148; Deluxe 4-door sedan (automatic), \$8,448; LE 4-door sedan (automatic), \$10,098; Deluxe 5-door Liftback (automatic), \$9,098; LE 5-door Liftback (automatic), \$10,448; Deluxe Turbo diesel 4-door sedan (5-speed), \$9,248. Celica—ST sport coupe (5-speed), \$7,699; ST sport coupe (automatic), \$8,139; GT sport coupe (5-speed), \$8,799; GT sport coupe (automatic), \$9,239; GT sport coupe (5-speed), \$10,589; GT 3-door Liftback (5-speed), \$9,149; GT 3-door Liftback (automatic), \$9,589; GT-S 3-door Liftback (5-speed), \$10,919. Supra—L-Type coupe (automatic), \$15,074; Supra coupe (5-speed), \$15,724; Supra coupe (automatic), \$16,324. Cressida—4-door sedan (5-speed), \$13,795; 4-door sedan (automatic), \$14,195. 4-door wagon (automatic), \$14,355. Van Wagon—Deluxe Van Wagon (5-speed), \$9,990; Deluxe Van Wagon (automatic), \$9,490; LE Van Wagon (5-speed), \$10,498; LE Van Wagon (automatic), \$10,998. Land Cruiser—4-door wagon (4-speed), \$13,768. (Power disk brakes standard on all models. Power steering standard on Camry LE, Celica GT-S, all Supra, all Cressida, LE Van Wagon and Land Cruiser. Radio standard on Tercel SR-5, Corolla LE, all Corolla Sport, Camry LE, Celica GT and GT-S, all Supra, all Cressida, LE Van Wagon and Land Cruiser. Air conditioning standard on all Supra and all Cressida.) (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), \$5,998; Standard long bed (5-speed), \$6,298; Standard long bed (automatic), \$6,708; Deluxe long bed (5-speed), \$6,998; Deluxe long bed (automatic), \$7,408; Deluxe Xtra Cab (5-speed), \$7,238; Deluxe Xtra Cab (automatic), \$7,648; SR-5 short bed (5-speed), \$7,998; SR-5 long bed (5-speed), \$8,168; SR-5 Xtra Cab (5-speed), \$8,278; SR-5 Xtra Cab (automatic), \$8,688; Deluxe long bed (diesel engine, 5-speed), \$7,598; three-quarter ton (5-speed), \$6,598; commercial cab/chassis (4-speed), \$6,578; Camper cab/chassis (4-speed), \$6,848. Pickup Trucks (4-wheel drive)—Standard short bed (5-speed), \$6,298; Deluxe long bed (5-speed), \$6,958; Deluxe Xtra Cab (5-speed), \$9,198; SR-5 short bed (5-speed), \$9,828; SR-5 long bed (5-speed), \$9,998; SR-5 Xtra Cab (5-speed), \$10,148; Deluxe long bed (diesel engine, 5-speed), \$9,558. (Power disk brakes standard on all models. Power steering standard on SR-5 4-wheel drive models. Radio standard on all SR-5 models.) (Prices include dealer prep fee.)

TVR—Coupe, \$27,862; convertible, \$27,862. (Automatic transmission, power steering, power disk brakes, radio, air conditioning standard on both models.) (Prices do not include dealer prep fee of \$200.)

VOLKSWAGEN—(In the Volkswagen listing, F means Fuel Injection)—Rabbit L—Sparmelster 2,

door hatchback (diesel, 4-speed), \$6,390; 2-door hatchback (carburetor, 4-speed), \$6,530; 2-door hatchback (diesel, 5-speed), \$6,800; 2-door hatchback (5-speed), \$7,065; 2-door hatchback (automatic), \$7,065; Sparmeister 4-door hatchback (diesel, 4-speed), \$6,600; 4-door hatchback (carburetor, 4-speed), \$6,740; 4-door hatchback (diesel, 5-speed), \$6,810; 4-door hatchback (FI, 5-speed), \$7,075; 4-door hatchback (automatic, FI), \$7,275. Rabbit II—4-door hatchback (carburetor, 4-speed), \$7,130; 4-door hatchback (5-speed), \$7,465; 4-door hatchback (automatic, FI), \$7,465; Sparmeister 4-door hatchback (diesel, 4-speed), \$6,600; 4-door hatchback (carburetor, 4-speed), \$6,740; 4-door hatchback (diesel, 5-speed), \$6,810; 4-door hatchback (FI, 5-speed), \$7,075; 4-door hatchback (automatic, FI), \$7,275. Rabbit GTI—4-door hatchback (carburetor, 4-speed), \$7,130; 4-door hatchback (5-speed), \$7,465; 4-door hatchback (automatic, FI), \$7,465. Sparmeister 4-door hatchback (5-speed), \$7,350. Rabbit Convertible—Convertible (5-speed), \$10,980; convertible (automatic), \$11,405. (All Rabbit models except convertible are built in the U.S.) Jetta—2-door sedan (diesel, 4-speed, California only), \$7,390; 2-door sedan (diesel, 5-speed), \$7,740; 2-door sedan (FI, 5-speed), \$7,630; 2-door sedan (automatic, FI), \$7,630; 2-door sedan (diesel, 4-speed, California only), \$7,810; 4-door sedan (diesel, 5-speed), \$7,610; 4-door sedan (5-speed, FI), \$7,850; 4-door sedan (automatic, FI), \$8,275. Jetta GL—4-door sedan (5-speed, FI), \$8,210; Jetta GL—4-door sedan (automatic, FI), \$8,635; 4-door sedan (diesel, 4-speed, California only), \$7,920. Jetta GLI—4-door sedan (5-speed, FI), \$8,690. Scirocco—Coupe (5-speed), \$10,870; coupe (automatic), \$11,295. Quantum GLS—4-door sedan (5-speed, FI), \$11,980; 4-door sedan (automatic, FI), \$13,405; 4-door wagon (5-speed, FI), \$13,790; 4-door wagon (automatic, FI), \$14,205. Quantum GL—4-door wagon (5-speed, FI), \$13,530; 4-door wagon (automatic, FI), \$14,045; 4-door wagon (turbo diesel, 5-speed), \$14,330; 4-door wagon (turbo diesel, automatic), \$14,845. Vaguet—7-seater (4-speed), \$11,675; 7-seater (automatic), \$12,100; 9-seater (4-speed), \$11,730; 9-seater (automatic), \$12,155. Vaguet GL—7-seater (4-speed), \$12,175; 7-seater (automatic), \$12,600. Vaguet Camper—4-speed, \$15,800; automatic, \$16,225. (Power disk brakes standard on all models. Power steering and air conditioning standard on Quantum. Radio standard on Rabbit convertible, Scirocco and Quantum.) (Prices do not include dealer prep fee.)

VOLVO—DL Series—2-door sedan (overdrive), \$11,330; 2-door sedan (automatic), \$11,720; 4-door sedan (overdrive), \$11,960; 4-door sedan (automatic), \$12,350; 4-door wagon (overdrive), \$12,385; 4-door wagon (automatic), \$12,775. GL Series—4-door sedan (overdrive), \$14,935; 4-door sedan (automatic), \$15,385; 4-door wagon (overdrive), \$15,550; 4-door wagon (automatic), \$15,940. Diesel (not available in California)—4-door sedan (overdrive), \$15,480; 4-door sedan (automatic), \$15,770; 4-door wagon (overdrive), \$16,035; 4-door wagon (automatic), \$16,325. Turbo—2-door sedan (overdrive), \$16,540; 2-door sedan (automatic), \$16,930; 4-door sedan (overdrive), \$16,850; 4-door sedan (automatic), \$17,240; 4-door wagon (overdrive), \$17,405; 4-door wagon (automatic), \$17,795. 760-GL—4-door sedan (automatic), \$21,225; 760-GL Turbo Diesel (not available in California)—4-door sedan (overdrive), \$22,035; 4-door sedan (automatic), \$22,470. (Power disk brakes, power steering standard on all models. Air conditioning standard on Diesel models, Turbo models and all 760-GL models.)

Continued from Page E-14

\$714, and Audi, \$1,735. Audi added a good bit of standard equipment.

Price hikes below the average were posted by eight makes: Peugeot, \$53; Mitsubishi, \$175; Honda, \$277; Saab, \$345; Toyota, \$413; Renault, \$466; Nissan, \$499, and Isuzu, \$500.

The medium-priced segment accounted for 36.2 percent of the imported cars sold in the U.S. last year, a major jump from 30.1 percent in 1982 and 24.7 percent in 1981.

The more expensive car, the bigger the year-to-year price increase. That seems to be a lesson the imports have learned from their domestic rivals.

As noted, the lower-priced imports rose \$163.25 in the past year and the mediums climbed \$544.95. In the luxury class, the average was \$1,049.08, or 4.24 percent.

The luxury class (\$15,000 and up) accounted for 12.3 percent of last year's import

Foreign firms gain tire footholds

Japanese and Europeans invest heavily in U.S. manufacturing

By Roger Rowand
Engineering Editor

TRUCKEE, Calif. — Just the other day this snow-covered Sierra village was the scene of a brief but brisk skirmish in a war that's heating up among world tire makers.

In this particular battle, Michelin Tire Corp. of France was pitted chiefly against Goodyear Tire & Rubber Co. of Akron. The weapons were new all-season tires and the spoils included favorable response from the press.

Michelin showed off its XA4 tire and, in the mountains above Reno, dramatically demonstrated its prowess as a tire for mud, snow, rain and dry roads.

As it did so, Michelin with its

XA4 was going head to head against Goodyear and its Vector, a tire of similar abilities which was introduced earlier this year, too.

In tests for members of the press, Michelin ran the XA4 against such passenger car four-season tires as the Firestone 721 Metrix, the Uniroyal Tiger Paw Plus, the General Ameriway and, of course, Goodyear's Vector.

Michelin's efforts point up a developing long-range trend in the tire industry—foreign firms gaining footholds in the U.S. with local manufacturing.

Michelin since 1975 has built tires in the U.S., Japan's Bridgestone Tire Co. Ltd., has bought an aging tire plant in LaVergne,

Tenn., from Firestone Tire & Rubber Co. and Sumitomo Rubber Industries has just acquired the European business of Dunlop Tire & Rubber Corp. Dunlop has important U.S. operations, and Sumitomo's influence is certain to be felt in this country. Sumitomo, until the early 1960s, was Dunlop Japan Ltd., and still makes all the Dunlop tires made in the Far East.

Dunlop last month said it will spend up to \$100 million over the next five to seven years, at its plant in Buffalo, N.Y. The money will be spent in installing equipment for building low-profile truck radials and to expand and modernize other parts of the 60-year-old facility. Sum-



Sarajevo, Yugoslavia—the site of the XIV Winter Olympic Games—is snowbound for 200 days a year, and Mitsubishi, supplier of official Olympic vehicles, used Bridgestone tires to help meet transportation demands for adverse weather conditions. Bridgestone supplied more than 500 snow and radial tires for the vehicles which moved officials and athletes from venue to venue during the Games.

The name no one else can take.TM Only Chapman[®] Dealers have it.

Only Chapman automotive security systems offer you the quality and reputation that bring traffic in and keep it coming, car after car. Only with Chapman do you get these profit-making traffic builders.

- Exclusive patented dead bolt lock
- Exclusive patented ignition suppressor
- New, exciting modular Generation III[™] anti-theft

system concept that brings in repeat and add-on business

- Recognition and reputation as the nation's leader
- Only Chapman does major television advertising
- Major print campaign to support TV
- Strong point-of-purchase support
- Colorful and informative sales materials to help you make the sale and increase your profits
- Take the lead in profits with the sales leader

© 1984, Chapman Industries, Inc.

Do you?

I'm interested in becoming a Chapman dealer ☐, wholesaler ☐.
Fill me in on all the details. And send along a free, point-of-purchase start up kit.

Name _____

Dealership _____

Street Address _____

City _____

State _____

Zip Code _____

Phone Number _____

Mail to: Chapman, 2638 United Lane, Elk Grove Village, IL 60007

To get in on Chapman even quicker, simply phone 1-800-CHAPMAN.
In Illinois, 1-312-595-8510. Featuring the new Generation III systems.

Chapman

SECURITY SYSTEMS

The name
no one else can take.



itomo is expected to supply the R&D for that plant from the Dunlop research center in Europe.

Bridgestone is reported to have study teams looking into the possibility of acquiring or building another plant in the U.S. An announcement, Akron sources say, may come later this year.

That news can be expected to bring a chill to some in the tire-making game.

"I consider Bridgestone our most formidable competitor," Scott H. Buzby, president of Goodyear, told AUTOMOTIVE NEWS at Vector's press introduction in Akron.

He said Michelin previously was Goodyear's toughest foe but has lost that distinction for a number of reasons.

"Bridgestone comes off the mark a lot faster. They don't wait and take four or five years to develop something. They just take what we come up with, give it the old Japanese treatment and off they go," Buzby said.

After World War II, Goodyear assisted in building up the Japanese tire company and had, until about two years ago, a technical exchange agreement with it. "We built our own competition," Buzby said.

"Bridgestone is much more flexible than Michelin. They're more aggressive in marketing and Michelin suffers tremendously from the NIH syndrome," the Goodyear president said.

"Look at the all-season tire. We've been out with it for seven years. Within 18 months we had 70 copies of it here in the U.S. Today, seven years later, Michelin condescends and figures there must be something to it. That same problem seems to exist in everything they do," Buzby said.

"But, don't get me wrong. They're still very strong, very formidable competitors," he said.

The XA4 is Michelin's first all-season tire. Goodyear introduced its first, the Tiempo in 1977 and followed with Arriva in 1980. Its third generation, Vector, bowed this year.

The importance of all-season tires to any maker is apparent with a look at sales projections, said Alex Jankowsky, Michelin corporate sales manager.

"On an industry basis, all-season tires captured 20 percent of the replacement market in 1983 and they should hit 23 percent this year and go to 35 percent in 1987," he said.

Michelin has about 8 percent of all types of aftermarket sales

Continued on Page E-22

Tires

Continued from Page E-20

and a similar share of the original equipment market.

Michelin supplies original equipment XA4 tires to General Motors, Chrysler Corp., Honda of America Manufacturing and American Motors.

There are some interesting influences at work which affect tire sales volume and the rate of radialization.

The number of miles driven annually by the average motorist, after declining sharply in the post-Arab-oil embargo years, has begun to climb again. Also, small spare tires until recently have been bias-ply construction, not radial. Goodyear, however, has introduced a Space Saver radial-ply spare and the statistics are

changing again.

In addition, today's smaller, lighter cars by their nature put less wear and tear on tires than predecessor cars did.

Also important on the tire wear scene is the fact tires themselves are more durable with expected tread life skyrocketing in recent years.

The exact mileage any motorist will attain depends on driving habits, the degree of maintenance and types of roads, of course, but Goodyear calls 50,000 miles an attainable goal for Vector tires. Michelin puts its comparable figure for the XA4 at 60,000 miles.

Michelin has car-tire plants in Greenville and Lexington, S.C., truck-tire plants in Spartanburg, S.C., and Dothan, Ala., and a support plant in Anderson, S.C.

It continues to import other types of tires, such as those for motorcycles, from Europe. In Nova Scotia, Michelin has three plants turning out tires for off-road vehicles, trucks and passenger cars.

It would be fitting, indeed, if Michelin, developer of radial-ply tires, led another parade in the tire game. As Michelin made strong inroads into the U.S. market, other major tire makers jumped on the French firm's bandwagon and plunged into the radial tire business where Michelin had led the way for years.

In 1977 the follow-the-leader routine favored in tires was followed again as all the major makers except Michelin trooped after Goodyear and introduced all-season tires.

Michelin engineers say their

competition quickly introduced those tires but, in doing so, sacrificed such qualities as tread wear, ride and handling.

Sales manager Jankowsky said Michelin deliberately waited to enter the market with an all-season tire. "To do so prematurely would have seriously jeopardized our tire performance standards and our worldwide reputation for superior quality and value," he said.

"We simply decided not to market a tire with added winter traction at the expense of tread life. An all-season tire with the Michelin name on it had to offer the best of both worlds," he said.

Michelin is supplying six sizes of its new all-season tire to auto builders this model year and will boost that offering to 13 sizes in the 1985 model year,



Sterling Shephard says Michelin's all-season OE tire will be expanded to 13 sizes in the '85 model year.

according to Sterling Shephard, original equipment engineering manager.

Goodyear was the first, in the '84 model year, to supply all-season rubber to all four U.S. car builders. Firestone Tire & Rubber Co. in the same car year, began providing its all-season WR-12 tires to General Motors.

U.S. tire sales estimates (in millions)

	1983	1984	1987
Aftermarket	132	135	136
Orig. Equipment	44	49	53

All-season tire sales (as percent of total)

	1983	1984	1987
Aftermarket	20	23	35
Orig. Equipment	42	50	70

Radial tires sales (as percent of total)

	1983	1984	1987
Aftermarket	68	73	84
Orig. Equipment	83	85	86

Shephard said the XA4 represents "the latest tire technology in a well-balanced design developed in the U.S. for American roads and U.S. cars and meets the needs and desires of the American driver."

"This is a balanced and competitive product that keeps Michelin in the forefront in tire technology and, finally, keeps us one step ahead," Shephard said.

Michelin engineers contend their plants are the most modern in the U.S.

The XA4 tires will retail at prices about 5 to 10 percent higher than Vector's. But, a Michelin man says: "The most important thing is not the price you pay for a tire. The most important thing is what you pay per mile."

Another authority on the tire industry, looking at the world picture, says product development work is becoming interlocking on a global basis. "Continental has an agreement with General which has an agreement with Sumitomo and the next thing you know they're all drawing off the same shelf."

"In essence, what you have is socializing, except for people like Michelin, Bridgestone and Goodyear. They don't go into pools. They're not interested because they are big enough to sustain themselves," he said.

From Buzby's point of view at the top of Goodyear, which calls itself the world's largest tire maker, more U.S. production facilities are essential to foreign firms.

"If they want a piece of the action they've got to come on shore. That's one of the reasons you'll see Bridgestone, probably before the end of this year, buy a tire plant to produce Bridgestone tires here," he said.

Get In On THE HOTTEST PROMO OF THE 80's!



Give your customers
A FREE VACATION
When They Buy A New Or Used Car

- ☆ Your cost from \$35 each.
- ☆ Over 600 resorts to choose from.
- ☆ Retail value \$250-\$500!
- ☆ Vacations are 3 day-2 nights or 4 day-3 nights.
- ☆ No time shares ☆ No land tours

Learn more about how this No Gimmick promotion can increase your car sales.
Call or write us today for details. Ask for Art Vadnais.

Resort Marketing & Promotions, Inc.

S. Orlando Ave., P.O. Box 657 Winter Park, Florida 32790
Florida: [305] 629-5234 [800] 327-0880

A changing Japanese auto industry

How long can Japan sustain so many car companies?

By John Hartley
Staff Correspondent

TOKYO.—Toyota perennially has dominated Japan's new-car market and continued to inch up in market share last year.

While the total market expanded 3 percent in 1983 to 2.95 million cars, Toyota sales pushed up 6 percent to 1,197,000 units for 40 percent of the market.

Toyota switched from rear- to front-wheel-drive for the Corolla sedan, which has continued to dominate the sales charts, although, due to increasing competition in the 1.5-liter class, its total sales fell from 231,000 to 207,000.

That would have been a serious drop except for the success of the Tercel whose sales shot up from 100,000 to 150,000, and the fact that the Corolla's sister, the Sprinter, also did much better.

About 70 percent of Corollas and Sprinters sold in Japan are sedans, 24 percent are coupes, mainly with the 16-valve engine, and only 6 percent are five-door hatchbacks.

For 1984 Toyota expects to produce 3.37 million vehicles against 3.27 million in 1983, and in Japan is looking for a sales increase of about 4 percent. Overall, it plans to export 1.71 million vehicles, including trucks, up 3 percent from 1983.

Shoichiro Toyoda, Toyota's president, says the industry situation is likely to remain "harsh because of the year-long extension of the self-imposed restraints on exports to the U.S., and strength of the yen against European currencies."

In Europe the Japanese face much stronger competition than in the past, especially from small cars such as Fiat Uno, Peugeot 205 and VW Golf (Rabbit).

In Japan, Nissan Sunny (184,000) and Mazda GLC (174,000) were second and third biggest sellers, and helped give their companies a good market share.

Nevertheless, neither Nissan nor Toyota Kogyo did as well in 1983 as they had hoped. Nissan managed to increase passenger car sales by 2 percent to 801,000, for a tiny loss of market share. As the year ended, there were no real signs of the slide being reversed, since the new Bluebird and Cedric/Gloria are maintaining, rather than increasing, sales levels, while other new models, such as the 200SX and 300ZX, sell in small volumes.

In Japan, Nissan is launching the Volkswagen Santana, but dealers are saying they will not be able to sell as many as Nissan wants; the original plan called for 4,000 a month.

As Nissan management looks back on a depressing year, the question is being raised as to how long it will be before Katsumi Kawamata, chairman, and Takashi Ishihara, president, step down.

For 1984 both Nissan and Toyota are forecasting domestic growth of around 4 percent. Nissan president Ishihara expects just over 3 million passenger cars to be sold in Japan, and that Nissan "will continue to strengthen its marketing capability and further consolidate its product lineup." However, he is counting on the Cedric/Gloria and Bluebird to provide some growth. Therefore, he is looking for sales of 919,000 cars, an increase of 8.4 percent, which



Honda Civic won Japan's car of the year honors.



The Aska, a version of GM's J-car, hasn't improved Isuzu's fortunes.



Mazda GLC continues to sell big in Japan.

seems very optimistic unless Nissan's forecast for the total market is conservative.

The new Honda Civic and Mitsubishi's redesigned Colt were introduced too late to make a significant mark in 1983, but this year things should be different. The new Colt has started off at double the sales rate of the old one at around 8,000 units a month, while Honda is selling over 9,000 Civics and 2,500 Ballades monthly.

Although the new Civic has hurt City sales, Honda sales overall are rising by 5,000 units monthly. This means Toyota Corolla and new Mazda GLC seem destined to lose sales this year.

Overall, 1983 was disappointing for Honda in Japan, largely because the new Accord has not attracted the sales expected. One reason is Honda's sales network is weaker than its opposition's. Another is that many competitive front-drive sedans have been introduced by established rivals.

Thus, although Honda managed to increase car sales by 2.6 percent to 239,670 units, it failed to make the 15 percent improvement it set out to achieve.

The major problems facing Honda's new president, Tadashi Kume, are how to increase domestic sales of the Accord and how to continue to reach the Civic target of 12,000 monthly without stealing sales from City.

Toyo Kogyo also looks at 1983 with disappointment in the Japanese market, although it continued to export as fast as it could. Despite the launch of the 626 at the end of 1982, the company lost sales by 1.7 percent, and just managed to stay ahead of Honda by a handful, with 239,600 sales. This year, TK hopes a revised GLC may help, and there are signs the 626 may do better. The RX-7 line has also been expanded with introduction of a turbo model which should generate some sales. However, in Japan the RX-7 is a very small seller, averaging around 130 units a month at year.

Mitsubishi also had a very bad year at home in 1983, but Toyoo Tate, its new president, can look back on improvements the last few months as the new small Colt and medium-size Sigma Galant came to market. Overall, Mitsubishi was a big loser in 1983, with domestic sales falling 18 percent to 163,000 cars. This year it is likely to regain that lost ground.

But Japan's biggest loser was Isuzu. It invested in a line of engines in the 1.6 to 2.0-liter class, and in its version of the J-car, the Aska. Yet it managed to lose sales volume compared with 1982. It dropped to 57,800 units, whereas, it has expected to increase domestic sales to 80,000. In exports, which depend principally on trucks, Isuzu also

saw sales drop by 10 percent. In Japan, the Aska took sales from the Gemini, so the result of Isuzu's investment has been to increase capital and manufacturing costs significantly for virtually no increase in production.

This spring, Isuzu will launch its front-wheel drive R-car which replaces the Gemini, and expects to increase sales by at least 3,000 units a month. However, the economy of scale that was to have come from exports to the U.S. will not be realized, so Kazuo Tobiya, who took over as president of Isuzu Motors in February, is facing the toughest time of any Japanese auto chief.

Isuzu's plan to export 200,000 R-cars to GM for sale as Chevrolets in the U.S. starting in May, lies in ruins now that it is limited by the self-restraint rules to only 47,000 for the next 12 months. Moreover, this figure includes Impulses which are sold very profitably in the U.S. at the rate of about 1,000 a month. On top of that, GM-Holden's (Australia) has decided to buy Nissan Pulsars instead of the R-car. With Corolla, GLC, Civic and others produced at lower cost and sold through stronger dealer network Isuzu will have to fight desperately for sales in Japan.

On top of that, because Isuzu is in such financial difficulties, GM converted its loan into stock, and now holds about 43 percent of the shares.

Meanwhile, Isuzu has been in-

vesting heavily in a new plant in Hokkaido to produce the R-car and its powertrains. Certainly, the R-car is a make-or-break project for Isuzu.

Isuzu's plight raises the question of how long Japan can sustain so many car companies. Isuzu's bankers are said to be urging the company to quit car manufacture and concentrate on its more successful trucks and diesel engines. The only way Isuzu can do that is for GM to build the R-car itself, which is likely to happen anyway.

Over all this hangs the specter of whether GM will now start to demand greater access to information and control of Isuzu management. Tobiya could not have taken over at a worse time.

Another company with a vulnerable car business is Fuji Heavy Industries, which fortunately has lucrative contracts from Boeing for major parts of the 767. Fuji is just now launching the Subaru Justy, a production version of the prototype that appeared at the Tokyo Motor Show. To some extent, this is a make-or-break addition to the Subaru line. If successful, it will turn Fuji into the three-line company it needs to be. If not, the cost of the project will have an adverse effect on the next 550 and 1600-cc cars to be developed.

Fuji also had a poor 1983 in Japan, with sales slumping 10 percent to 33,900 cars. Fortunately, it managed to increase

Continued on Page E-36

Production up in Japan

Mini-vehicle sales reach record level

In 1983 Japan produced 11,111,659 motor vehicles consisting of 7,151,888 passenger cars, 3,903,823 trucks and 55,948 buses. Overall production increased 3.5 percent.

Japan's total worldwide vehicle exports were 5,669,510 in 1983 compared to 5,590,513 in 1982, a 1.4 percent increase.

Passenger car exports increased 1.0 percent to 3,806,396 with truck exports up 2.8 percent to 1,822,429 units. Bus exports in 1983 dropped 13.3 percent.

Overall vehicle shipments to

the U.S. rose 6.1 percent in 1983 to 2,234,375. Continuing under export restraint, passenger car shipments to the U.S. remained approximately the same — 1,697,852 in 1983 compared to 1,691,806 in 1982.

Sales in Japan's domestic automobile market in 1982 showed a 2.3 percent increase over the previous year to 5,382,316 from 5,261,431.

Mini-vehicle sales were at a record level of 1,402,464 in 1983, a 5.1 percent increase from 1982's record 1,334,695.

Production (1)

	Passenger Cars	Trucks	Buses	Total
Year 1983	7,151,888	3,903,823	55,948	11,111,659
Year 1982	6,881,586	3,783,218	66,990	10,731,794
% change	3.9%	3.2%	-16.5%	3.5%

Production of passenger cars by size (2)

	Passenger Cars	Trucks	Buses	Total
Year 1983	494,670	6,453,631	203,587	7,151,888
Year 1982	529,357	6,164,569	187,660	6,881,586
% change	-6.6%	4.7%	8.5%	3.9%

New vehicle registrations in Japan (3)

	Passenger Cars	Trucks	Buses	Total
Year 1983	3,135,611	2,226,395	20,310	5,382,316
Year 1982	3,038,272	2,201,366	21,793	5,261,431
% change	3.2%	1.1%	-6.8%	2.3%

Export (4, 5)

	Passenger Cars	Trucks	Buses	Total
Year 1983	3,806,396	1,822,429	40,685	5,669,510
Year 1982	3,770,036	1,773,547	46,930	5,590,513
% change	1.0%	2.8%	-13.3%	1.4%

Export to U.S. (6)

	Passenger Cars	Trucks	Buses	Total
Year 1983	1,697,852	536,477	46	2,234,375
Year 1982	1,691,806	413,713	0	2,105,519
% change	0.4%	29.7%		6.1%

All figures are on unit basis. (1) Production figures reported by all automobile manufacturers in Japan. (2) Size definitions are according to Japanese classification by piston displacement as follows: Regular, 2,001 cc and more; small, 551 cc to 2,000 cc; mini, 550 cc and less. (3) New vehicle registration (in Japan) figures are compiled by Japan Mini-Vehicle Assn. and Japan Automobile Dealers Assn. All others sourced by JAMA. (4) All export figures are as reported by individual manufacturers. (5) Export figures include automobiles in knock-down form exported to overseas countries for assembly. (6) Export figures to U.S. include Alaska and Hawaii, but do not include Puerto Rico and other island territories governed by U.S.

The exclusive importer

There are 2,750 of them in the U.S.

By John A. Russell
New York Staff Writer

NEW YORK. — Exclusive dealerships are not considered a prime objective of most importers because of the business realities of the automobile world.

The basic factor governing exclusivity is whether the local market can sustain the dealership. In most cases outside metro areas, it will not. Importers are well aware of this fact of life.

Consequently, only 2,750 of the 10,096 import franchises in the U.S. are exclusives.

Says Sten Helling, vice president - sales and marketing, Saab Scania of North America: "We encourage them, but only when it makes sense." The encouragement usually is confined to major markets.

Most importers agree with that philosophy, but stress that whether a dealership is exclusive or dual has no bearing on the amount or type of factory support the dealer receives. All are treated equally.

Andrew Pokorny, general sales manager, BMW of North America, says that in larger markets, where there is high

import penetration, his company encourages dealers to become exclusives where warranted.

For BMW, exclusivity means a separate showroom, and parts and service departments staffed by persons dedicated only to BMW. The company has one of the larger exclusive percentages among European importers with 110 of its 414 dealers (26 percent) being exclusive.

BMW's exclusives, 72 (62.5 percent) are in east or west coast markets with high import penetrations.

A key point noted by William Hoover, vice president - marketing, Volvo of America, is the relationship between sales and exclusives. In Volvo's case, while exclusives account for 26 percent of its 405 dealers, they contribute 35 percent of Volvo's

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1984	Jan. 1, 1983
Imported cars only		
Exclusives	2,750	2,643
Duals	1,130	1,287
	3,880	3,930
Import-domestic duals		
Domestics with captive imports	3,864	3,637
Domestics with other imports	2,352	2,444
	6,216	6,081
Total imported-car dealers	10,096	10,011

Notes: Renault and Volkswagen are counted as domestics.
Captive imports are Dodge-Colt, Conquest (Chrysler in 1983) and Vista;
Plymouth-Colt, Conquest (Sapporo in 1983) and Vista.

Copyright, 1984, Automotive News

car sales. Hoover says Volvo management groups have turned down dealer requests to become exclusive because it is not in the dealer's best interests.

As for operating differences

between exclusive and dual dealers, James Fitzhenry, general sales manager, Peugeot Motors of America, says there are none.

Import company executives agree that good businessmen operate good businesses whether they are exclusive or dual.

IMPORT FRANCHISES

	Jan. 1, 1984	Jan. 1, 1983
JAPAN	10,434	9,884
Plymouth captives	2,831	2,587
Dodge captives	2,744	2,492
Nissan	1,101	1,083
Toyota	1,081	1,093
Honda	822	806
Subaru	798	784
Mazda	757	766
Isuzu	217	206
Mitsubishi	83	67
WEST GERMANY	1,573	1,565
Mercedes-Benz	416	413
BMW	414	403
Audi	413	421
Porsche	330	328
SWEDEN	730	723
Volvo	405	404
Saab	325	319
ITALY	334	199
Bertone/Pininfarina	141	0
Alfa Romeo	106	117
Ferrari	46	48
Maserati	41	34
FRANCE	316	330
Peugeot	316	330
UK	305	536
Jaguar	189	205
Rolls-Royce	65	69
Lotus	25	0
Aston Martin Lagonda	14	12
TVR	12	0
DeLorean	0	250
MISCELLANEOUS	15	15
TOTAL	13,707	13,252

Copyright, 1984, Automotive News

IMPORT OUTLETS

Number of dealerships in U.S. handling imported cars, 1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096

*—All-time high
**—VW counted as domestic in 1982 and subsequent years
***—Renault counted as domestic in 1983 and subsequent years.

Copyright, 1984, Automotive News

REMANUFACTURED BMW PARTS EVEN MAKE BUSINESSES MOVE FASTER.



BMW's are widely known for their quickness on the open road.

But they can also move quickly through your repair shop—when you use remanufactured BMW parts.

Because instead of going through the time-consuming and costly process of rebuilding BMW components yourself, you can simply replace them with ones that have been restored to their original standards—by BMW.

But remanufactured BMW parts don't just save you time and labor.

They also allow you to take on difficult jobs that would ordinarily require expensive rebuilding equipment. And they eliminate the need for assistance from outside machine shops.

They eliminate inconvenience, too—because all remanufactured BMW parts are available from your local BMW dealer.

And perhaps most importantly, they even help eliminate anxiety—thanks to a 12-month/12,000-mile limited warranty against defects in materials and workmanship.*

All told, remanufactured BMW parts are engineered not only to maintain BMW's, but to improve the performance and efficiency of your shop as well.

And, of course, to accelerate your profits.

GENUINE BMW PARTS



*See your BMW dealer for details. © 1984 BMW of North America, Inc. The BMW trademark and logo are registered.

Higher sales per dealer

Japanese outlets take top four spots

By Jenny L. King
Staff Writer

Not only did the new-car sales picture brighten in 1983, but the number of sales per outlet improved substantially for dealers handling both domestics and imports.

Retail deliveries climbed just over 15 percent in the last calendar year as the dealer population stabilized, producing higher averages for those still in the business of selling cars.

As was the case in 1982, there were only four domestic makes among the top 10 when the 1983 sales per outlet by make chart was figured, using AUTOMOTIVE NEWS dealer census figures and an annual industry-wide sales totals.

The best four in sales per outlet were Japanese. Toyota had the lead, followed by Honda and Nissan.

Mitsubishi, finishing its first full year on the U.S. market in 1983, took fourth place a way from the top domestic make, Oldsmobile, which lapsed into fifth. Buick was sixth, Chevrolet was seventh, Ford eighth, Mazda ninth and Volvo—the only European make in the top 10—was tenth.

Average sales per outlet including domestics and imports reached 374 last year, up from 323 in 1982. The domestic average was 330, compared with 277 a year earlier, and the imports sales per outlet averaged 235 in '83, compared with 200 in '82.

All five major U.S. auto makers increased sales per outlet

1983 vs. 1982. General Motors expanded to 402 from 338. Ford Motor Co. climbed to 289 from 243. Chrysler Corp. beefed up its corporate average to 226 from 189.

At American Motors, where the final tally included AMC products, Renault Alliance/Encore and Renault imported models, the 1983 total climbed to 125 from 96 a year earlier. Volkswagen, including domestic Rabbits and imported nameplates, was up to 177 from 164.

• Honda sales per outlet include cars built in Ohio and those imported from Japan. As its 1983 total was about 13 percent Ohio-sourced, Honda is still considered an import in the AUTOMOTIVE NEWS dealer census.

Two domestic and six import sales per outlet records were set in 1983. Oldsmobile, at a new high of 320, erased its 1978 record of 302, and Buick likewise obliterated a 1978 record of 256 with its 1983 average of 288.

Imports with new benchmarks were Nissan, Volvo, Mercedes-Benz, BMW, Saab and Jaguar. Nissan's 479 was better than its 475 in 1980. Volvo, at 220 sales per outlet, improved on the former record of 185 set in 1982. Other 1982 records laid to rest were Mercedes', BMW's, Saab's and Jaguar's.

The domestics-only lineup, 1983 versus 1982, shows Oldsmobile holding on to the top spot among the 13 U.S. makes. Buick remained second, Chevrolet third and Ford fourth.

SALES PER OUTLET BY MAKE: TOTAL U.S. MARKET

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	511	484	528	541	485	423	479	347	295	251
Honda	494	455	470	496	488	396	339	252	214	109
Nissan	479	428	421	475	445	323	384	279	280	200
Mitsubishi	435	59								
Oldsmobile	320	254	263	251	286	302	294	272	192	158
Buick	288	247	244	239	234	256	245	244	171	141
Chevrolet	261	238	259	303	364	394	381	350	302	332
Ford	230	197	197	204	269	326	335	308	276	318
Mazda	228	213	218	213	213	114	95	69	154	182
Volvo	220	185	159	140	136	120	103	89	126	120
Subaru	198	195	201	191	175	145	118	76	72	41
Cadillac	189	157	144	133	193	215	207	190	166	138
Pontiac	187	162	179	195	241	277	249	233	155	151
Mercedes-Benz	177	161	154	132	130	115	119	107	112	98
Volkswagen†	177	164	241	264	274	213	252	187	232	283
Mercury	156	125	127	117	172	195	172	143	119	117
BMW	145	132	112	103	98	92	93	89	68	60
Renault††	135	51	22	24	44	47	46	24	26	28
Dodge	120	105	126	108	133	158	162	166	117	149
Audi	115	108	118	97	98	95	85	79	124	150
Plymouth	99	98	129	97	110	133	143	174	127	176
Isuzu	98	77	98							
Chrysler	94	66	35	50	76	89	96	86	70	36
Saab	81	60	47	44	46	48	42	29	35	33
Jaguar	81	49	20	11	14	17	15	13	11	6
Lincoln	67	64	43	45	80	115	112	76	62	56
Porsche	66	44	35	32	43	54	65	47	54	71
Peugeot	47	43	51	42	42	32	35	32	42	29
Alfa Romeo	27	17	16	19	18	35	39	29	33	25
AMC	23	53	85	88	97	105	112	140	177	176
Dodge Colt	15	16	19	24	27	21	37	26	33	25
Plymouth Colt	13	15	19	27	22	15	28			
Challenger	5	6	6	6	7	9				
Sapporo	4	5	6	5	5					
Imperial	2	6	11	6						
Fiat		30	59	61	90	89	93	85	140	105
DeLorean		8								

†Volkswagen listed as domestic make since 1981. Includes imports.

††Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances/Encores.

Copyright, 1984, Automotive News

him to be successful in Europe.

Bitter of America so far has selected 15 dealers for its distribution network, with a nationwide goal of 40 to 50 dealerships. Support for the dealer organization will be provided by East and West Coast regional offices.

The western facility is located in Beverly Hills, Calif. The facility is responsible for warehousing and distribution of Bitter cars and parts west of the Mississippi River, and serves as a model dealership. The Beverly Hills operation is under the direction of Robert Witham, formerly with Volkswagen of America.

The eastern facility, in West Chester, Pa., handles similar operations for the East, and is responsible for the preparation of newly received cars before shipment to dealers. Staff at the eastern facility is headed by John Bylsma, formerly with Ferrari of North America.

Bitter-Automobile GMBH was founded in Schwelm, West Germany in 1971 by Erich Bitter for the sole purpose of building enthusiast cars. Production of the first model, the Bitter CD, began in 1973. Development of the current model, the Bitter SC, began in 1977.

While maintaining full assembly capability at Schwelm, Bitter also uses facilities in Turin, Italy for the complete body works and interior, and in Austria for assembly and painting.

Italian craftsmen, responsible for the interiors of the Maserati and the Pantera, produce the interiors of the Bitter. Bitter Italia in Turin also builds the complete body, as designed by Erich Bitter.

The body and interior are then shipped to Steyr-Daimler-Puch in Austria. There, working with mechanical components provided through a contract with General Motors of Germany, and detail parts from the factory in Schwelm, they provide the rustproofing, full assembly and painting for the completed Bitter automobiles.

Following assembly, the cars are then returned to Schwelm for a final inspection and quality control check.



McDavid signs with Subaru

David McDavid, seated, principal of David McDavid Subaru, Pasadena, Tex., signs a Subaru dealer agreement. Looking on, from left, are: Brett Wolf, McDavid Subaru general manager; Jim Harrell, general manager of Southwest Subaru, Inc., and Jerry Williams, Houston district manager for Southwest Subaru. McDavid has four other franchises—Oldsmobile, Pontiac, GMC and Honda.



Wilbourne gets Toyota deal

Raymond A. Wilbourne, seated center, has purchased the former Ross Toyota dealership in Martinsville, Va. He will operate it as Ray's Toyota, Inc. Also pictured at the signing ceremonies are: Frederick R. Weisman, seated left, president of Mid-Atlantic Toyota Distributors, Inc.; Jack P. Brown, seated right, Mid-Atlantic Toyota general manager; Joseph Burdis Jr., standing left, Mid-Atlantic Toyota vice president-corporate affairs, and Roy W. Valcich, Mid-Atlantic Toyota vice president-sales.



A high-performance luxury car, the Bitter has a starting price of \$43,700, and delivers a top speed of 145 MPH with its 3.9 liter engine.

Bring in the Bitter

Goal is 40 to 50 dealerships in U.S.

Bitter Automobiles/Germany has moved into the American market, bringing with it not only its European SC Coupe, but introducing a new four-liter engine American edition.

The four-liter engine—the first to be developed by Bitter exclusively for its automobiles—will be available as an option. It is basically a long-stroke version of the standard three-liter, providing more torque and BHP.

Bitter-Automobile of America Inc. was formed in 1983 when Erich Bitter teamed with co-director Lee Miglin, a Chicago

developer, to bring the Bitter automobile to the U.S.

Bitter automobiles have been manufactured in Europe since 1973. However, "without the U.S. market," says Bitter, "a motor-car company cannot do business." Bitter is dividing his time equally between the American and German operations, spending two weeks of each month in the U.S.

Bitter of America bought out previous distributor Dick Fritz. By operating the American distributor organization himself, Bitter believes he can maintain the same control that enabled

Market share cut in half to 2 pct. in '83

Diesel here to stay despite setback

Continued from Page 1

down 76 percent, Pontiac declined 64 percent and Buick dropped 63 percent. Oldsmobile, GM's diesel volume leader, reported a 56 percent reduction as sales fell from 75,482 units in 1982 to 33,174 last year.

In 1982, General Motors held a full 50 percent of the domestic diesel sales total. But last year, GM found itself with only 32 percent of a diesel market that was nearly halved.

GM's disproportionate downturn has been attributed in part to a problem which cropped up with a V-8 diesel engine built by Oldsmobile and installed in Olds, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981. The alleged engine deficiencies have led to a raft of consumer complaints and lots of bad publicity both for the corporation and diesel engines in general.

Stable gas prices are widely regarded as the primary reason why fuel-efficient diesel engines have declined in popularity. But the narrowing gap between the prices of diesel and gasoline fuel, along with image problems stemming from the troubled Olds V-8 and negative consumer reaction to some diesel characteristics may have also contributed to the sharp drop in sales.

Following the Iran hostage crisis in 1979-80 and the resulting hike in stateside gasoline prices, the diesel took on almost fad-like qualities for American buyers.

"It was kind of like the hula hoop there for awhile," said J. David Hudgens, a GM spokesman. "Buying one was kind of like the patriotic thing to do."

• Just four years ago, the Delphi Study, a semiannual survey of industry executives conducted by the University of Michigan's Office for the Study of Automotive Transportation, suggested that diesels were about to catch on in a big way. Auto company officials who were questioned predicted that 25 percent of the U. S. passenger car market would be held by diesels in 1990.

Over time, those enthusiastic projections have been curtailed, according to Larry Harbeck, an associate research scientist at the University. Delphi respondents have more recently projected the 1990 market for diesels at close to 10 percent.

"The biggest problem for diesels is that gasoline fuel is inexpensive," said Harbeck. "It is not much more than it was in 1967, when adjusted for inflation. Also, diesel and gasoline cost about the same now. Diesel

gives you more miles to the gallon, but it is no longer cheaper."

"People were afraid for awhile that they couldn't get fuel," said Hudgens. "Diesels have tremendous range on the highways and the fuel was also cheaper. I think diesel fuel was 90 cents a gallon when regular gas was \$1.10 or \$1.20, but diesel fuel prices have crept up."

The national headquarters of the American Automobile Assn. (AAA) confirms that diesel fuel has risen to levels comparable to regular and unleaded gasoline. A survey of prices at 6,000 service stations conducted in December showed an average diesel cost of \$1.22.2 per gallon, compared with \$1.22.1 for regular and \$1.28.5 for unleaded.

Harbeck also noted that fuel is not as accessible for drivers of diesel automobiles.

"You can't get it at some stations and you're not welcome at others because they are more interested in large volume sales to truck drivers," he said.

According to a 1982 survey conducted by Hammond Publishing Corp., there are approximately 20,000 diesel fuel outlets in the U. S. The figure represents about 14 percent of the total number of service stations operating across the country.

But besides the price and availability of fuel, diesel car sales have run into other problems, including a declining image among customers.

"Not to mention any names, but a lot of people have had very bad luck with their diesels," said Barbeck. "But the basic characteristics of the diesel contribute to the problem. It's noisy, it smells and sometimes it's hard to start."

"The advantage has been the additional fuel economy you got, and in a lot of people's minds that benefit outweighed the disadvantages," said Cadillac spokesman Gary Josyfowycz. "But as diesel prices have gone up, people seem to be deciding that they'd rather not put up with some of those bad characteristics."

• Others think GM's widely reported problems with the 5.7-liter V-8 has much to do with the sales nosedive in America.

"The failure of that engine has done more to harm the diesel car market than any other factor, including the price of fuel," said Robert Gibbons, president of the Massachusetts-based Diesel Automobile Assn.

"I'm not down on GM. I think their V-6 is a very promising engine, and I think the market is beginning to discriminate between the quick-fix diesels, such as GM's V-8, and what I call the 'real' diesels."

Critics have accused the corporation of hastily converting a V-8 gasoline powerplant to meet a sudden demand for diesels rather than designing a diesel engine from the ground up. The Diesel Automobile Assn. has even suggested that GM drop the diesel name from the GM/Olds engine and instead dub them "compression-ignition engines."

The problems associated with the V-8, which Olds began turning out in late 1977, have spawned numerous organizations and embittered diesel buyers who say they have encountered a laundry list of defects, including faulty crankshafts, failed fuel injection systems, bad filtration mechanisms,

blown head gaskets and cracked engine blocks.

There are four major lawsuits and several individual actions currently pending against the corporation.

A national class action suit has been filed in the eastern federal district of New York, a statewide class action is pending in New York and two class actions have been filed in the California state courts.

A Washington state group which started a class action suit is said to have reached a large settlement with GM, but corporation officials have not confirmed the report.

• On March 1, a Chicago-area group known as General Motors Diesel Users Demanding Satisfaction (GM-DUDS) began negotiating case-by-case settlements with the corporation.

GM-DUDS spokesman Buddy Finkelberg said GM offered to begin negotiations and has agreed to reimburse for repair of transmissions, powertrains, diesel components, transportation charges, towing and car rental, incidental expenses and extenuating circumstances expenses.

During negotiations, which Finkelberg predicted will last 3-6 months, GM has reportedly agreed to cover owners with a

Sales of diesel-powered cars in the U. S.

	Calendar year 1983	Percent share of market	Calendar year 1982	Percent share of market
Cadillac	3,984	2.30	16,939	5.40
Buick	11,121	6.42	30,417	9.71
Pontiac	2,288	1.32	6,312	2.01
Chevrolet	4,877	2.81	27,549	8.79
Oldsmobile	33,174	19.14	75,482	24.08
GM total	55,444	32.00	156,699	49.99
VW/Audi	29,844	17.22	59,887	19.11
Audi	6,144	3.55	7,415	2.37
VW-Audi total	35,988	20.77	67,302	21.48
Mercedes-Benz	54,042	31.19	52,051	16.61
Peugeot	5,454	3.15	9,637	3.07
Volvo	7,436	4.29	7,405	2.37
Datsun	5,894	3.40	8,836	2.82
Isuzu	6,317	3.65	11,477	3.66
Ford Motor Co.	2,700*	1.56		
TOTAL	173,275		313,407	
*Estimate				

warranty. He also said the corporation promised that claimants will either receive a loss-of-value cash reimbursement or a trade-in, when negotiations are concluded.

"This is only a verbal promise and we've had verbal promises from them before," said Finkelberg. "However, a promise was made."

Attorneys representing the corporation and the consumer group are squaring off in the offices of Kirkland and Ellis, a Chicago law firm retained by General Motors. Finkelberg said there are currently about 1,200 GM-DUDS members, and that his organization is still accepting new members for participation in the claims process.

GM spokesman Hudgens declined to comment on the offer made to GM-DUDS.

"Those are legal negotiations between us and the lawyers for that group," he said. "I wouldn't be at liberty to discuss any details."

Two similar groups are also working out differences with GM. Disgruntled Diesel Owners Group (D-DOG), a Virginia-based organization, recently began an informal settlement mechanism whereby the claims of 6,668 diesel owners will be reviewed on an individual basis.

The D-DOG board of directors agreed last summer to submit, on a trial basis, 24 files to GM under the claims procedure. After reviewing the results, the board voted in early January to go ahead with the program.

"Certainly GM is affording substantial help as far as out of pocket repairs attributable to

Continued on Page 38, Col. 3

Mr. Dealer:

there is an alternative for your auto body parts

IAP is famous for Quality, Service and Dependability

Original and replacement parts for:

*** Domestic * European * Japanese**

Call Toll Free

800-631-7278

EAST COAST: 220 CLAY AVENUE
LYNDHURST, NEW JERSEY • 07071 • (201)-935-1540
WEST COAST WAREHOUSE: 3111 Bandini Blvd.
Vernon, California • 90023 • (213)-264-6711

IAP

Diesel share

	Percentages of makers' sales	1983	1982
Cadillac	1.33	6.79	
Buick	1.31	4.21	
Pontiac	0.41	1.30	
Chevrolet	0.36	2.19	
Oldsmobile	3.29	9.44	
GM total	1.37	4.46	
VW/Audi	17.88	37.78	
Audi	14.38	16.14	
VW/Audi total	17.17	32.93	
Mercedes-Benz	73.33	78.91	
Peugeot	35.79	68.62	
Volvo	8.37	10.23	
Datsun	1.13	1.88	
Isuzu	30.47	74.23	
Ford Motor	0.18		
Total (percentage of all sales)	1.89	3.93	



Lundgren joins Chevrolet

Wallace Lundgren, left, joins the Chevrolet team as owner of Wallace Lundgren Chevrolet-Oldsmobile, Inc., Bastrop, Tex. Congratulating him are Dee M. Marciniak, Chevrolet's Houston assistant zone manager, and Mel W. Melton Jr., zone manager.

Market share cut in half to 2 pct. in '83

Diesel here to stay despite setback

Continued from Page 37

the diesel engine and powertrain," said Mark Steinbeck, an attorney for the group. "But the bone of contention is still loss of resale value."

A third group, the New York-based Lemon-On-Wheels, is weighing a proposal from GM similar to the offer made to GM-DUDS. Meanwhile, the organization is continuing to process claims with the corporation, according to spokesman Peter Lopes, who said more than 350 individual cases have been handled during the past 16 months.

"Our system is lower-keyed, but it has worked out well," said Lopes. "Claims are reviewed by GM and a member of Lemon-On-Wheels, if (an owner) is not satisfied he can go to

the Better Business Bureau for arbitration or begin litigation. There is no release signed."

• Last fall, the FTC approved a nationwide arbitration program to settle owner disputes stemming from the V-8 diesel and other GM gasoline engine and transmission problems. Awards by Better Business Bureau arbitrators are binding on the corporation, but not on the car owners.

Lopes said his group has taken GM's concentrated negotiations offer under advisement. But he said the approximately 5,000-member organization will resist any attempt by GM to include a deadline for accepting new members in the program.

"We decided we would con-

tinue until all the problems are solved and not capitulate," he said.

General Motors is clearly trying to put the V-8 problems behind it. Hudgens said the corporation has upgraded the quality of its diesel products and even some of GM's critics seem to agree.

For the 1982 model year, the corporation introduced a generally well-received Olds-built, 4.3-liter 6-cylinder diesel which has been installed on rear-wheel-drive G-body cars and front-wheel-drive A-body models.

"I don't have anywhere near the complaints on the 6-cylinder and 6.2-liter V-8 (built by Chevy for use in vans and trucks) that were introduced for the 1982 model year," said Evan Johnson, an attorney with the Center for Auto Safety, a Washington consumer group. "My impression is that they have improved the engines."

However, Johnson did note that owners of the V-6 seem to be encountering resale problems by taint of association with the V-8.

Few GM spokesmen expect a quick return to market strength for the company's diesels, but the engine does seem to figure in future product plans. The 4.3-liter V-6 will be available on the front-drive C-cars being introduced April 5 — the Olds 98, Buick Electra and Cadillac Fleetwood and DeVille.

"We are convinced there is a core group of diesel buyers, regardless of the availability and cost of fuel," said Oldsmobile spokesman Kari Hulsey. "We plan to stay in the diesel business."

Last fall, Olds general manager Joseph Sanchez projected that diesels would comprise as much as 9 percent of his division's 1984 model-year sales. Hulsey said that figure has since been revised downward, but

Continued on Page 39, Col. 1

VAN DEALERS

IF real profit is your game... then you know real profit is what you keep after the vehicle crosses the curb. Short-term profit is often imaginary — you only keep it until something happens that takes it all away.

And profit can go away... If the van converter should ignore or be unaware of his responsibility to comply to the Federal Motor Vehicle Safety Standards (FMVSS).

And did you know... your dealership is liable if you sell a converted van that does not comply to FMVSS? You are then in the middle between your customer and the government. (And you can't plead ignorance with Uncle Sam.)

Dealer Profits!
Built to FMVSS!
Sales Excitement!



So... only you can determine if your van sales are to be real profits. HOW? Think safety and profit.

Be sure this seal is on every van conversion that you sell. This seal indicates that the converter has the know-how to build the van to conform to the FMVSS.

For more information and a list of van converters whose products carry this seal, write or phone and ask about the van conversion program.



Recreation Vehicle Industry Association

14650 Lee Road • Chantilly, VA 22021 • (703) 968-7722

Dealerships open as vehicle sales climb in N. J.

TRENTON, N. J.—The marked increase in sales of new cars and trucks in New Jersey last year led to a sharp increase in the number of new-car dealerships in the state, according to Charles Walton, president of the New Jersey Automobile Dealers Assn.

Sales of new cars and trucks in New Jersey, which had reached a record high in 1978 of 506,261, slipped to 488,365 in 1979, and continued dropping, bottoming out at 357,997 in 1982, Walton said.

New Jersey dealerships sold 424,234 new cars and trucks in 1983. That marked an increase of 18.51 percent from the previous year, but the last six months of 1983 showed a 77 percent improvement over the second half of 1982, according to Walton.

The number of new-car dealerships in the state, which fell from 759 just before the sales slump to 619 at the low point in 1982, climbed back to 719 by the end of 1983, Walton said.

The increase of 100 new-car dealerships during 1983 resulted mainly from new dealerships opening at sites where dealers had gone out of business during the recession.

Market share cut in half to 2 pct. in '83

Diesel here to stay despite setback

Continued from Page 38

she pegged the diesel "core group" at 8-10 percent of the domestic market. However, she said the actual diesel share would not approach that figure until all manufacturers produce the engine.

"Some customers are loyal to a certain car company," she said. "Until all companies offer diesel power, we probably won't see (8-10 percent sales)."

Hulse suggested that Olds may be overcoming the image problems stemming from the V-8. She said the division's most recent market research information shows that, in most cases, customers who have purchased diesels would buy another.

• Josyfowykz, of Cadillac, attributed part of the luxury division's diesel sales reduction to acceptance of its new 4.1-liter V-8 gasoline engine, which he said has been getting "rave reviews."

"There has been an overall decline in diesel sales," said Josyfowykz, whose division saw diesel sales drop from 16,939 in 1982 to 3,984 last year. "But diesel engines will always be around. I don't think they're going to go away."

Ford Motor Co. entered the diesel wars after the 1984 model year began. The company now has a 2.0-liter Toyo-Kogyo-

built diesel as an option in the Ford Escort and Tempo and Mercury Lynx and Topaz, and is offering a 2.4-liter BMW-built 6-cylinder turbodiesel for use in the Continental and Mark VII models.

Ford's Raymond Windecker said he did not have a current unit sales count for the company's new diesels. However, he said the installation rate on the subcompact Escort and Lynx models is 7 percent, while Tempo and Topaz installations are running about 3 percent. The Mark VII and Continental turbodiesel options have just recently hit showrooms.

"We're satisfied, we know it's not an enormous market," said Windecker. "We'd like to see the subcompacts get to 10 percent with a little marketing and merchandising, although the compacts probably will not. Small cars and upscale cars seem to attract diesel. The cars in the middle have not been a strong area."

Windecker said Ford believes a sharp run-up in gasoline prices could spur an immediate interest in diesel, but he said the company has longer-term designs on the market.

"Diesel sales will increase over time simply by selling good diesel engines," he said. "And that is not a slur against anyone."

With the decline of GM's die-

sel sales, the import producers have stepped in to assume a larger share of the U. S. market. But even while Mercedes-Benz pulled into the lead in domestic diesel sales last year, the German manufacturer is de-emphasizing its diesel lines. In recent years, diesel sales have accounted for about 75 percent of Mercedes' volume, but the rate has dropped to about 60 percent for the current model year — in line with company marketing plans — and is expected to fall even lower.

"We anticipated about a 50-50 mix, at least in the medium term," said Mercedes spokesman A. B. Shuman. "Of course, a little hiccup in the Middle East could change that situation in a minute. In the meantime, we want to be balanced."

Shuman said Mercedes' traditional diesel customer has been interested in more than just fuel economy.

"Our surveys show that people like other attributes even more, including simplified maintenance and good driving characteristics. They've found that the longevity and durability translate into high resale."

Shuman said Mercedes has avoided the diesel image problems on the strength of its reputation.

"We've always stressed first that the car is a Mercedes-Benz," he said. "The fact is, the track record of our engines since 1936 stands for something. The engine basically does what people expect it to."

Peugeot spokesman Len Ellis said his company, which claims to have been the first to market diesel passenger cars in 1922, has shifted away from diesels in the current market. The firm is now stocking 80 percent gasoline engines after selling nearly 70 percent diesels in 1982, but Ellis said Peugeot has no plans to let go of its diesel program.

"The company still thinks there is a market for people who drive more than 30,000 to 40,000 miles per year," said Ellis. "Peugeot will keep diesel cars available for that market. In addition, the engine market in this country is pretty volatile. If there is a gas crisis two years from now or eight years from now, there may be another big demand for diesels."

Volkswagen of America, which saw its U. S. diesel in-

stallation rate plummet 50 percent in 1983, is not predicting any resurgence in the engine, although it will maintain the option for its successor to the Rabbit line in 1985.

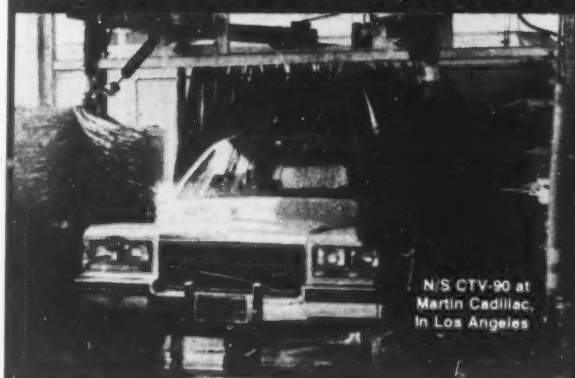
"We do not see the diesel market returning to earlier levels in even the distant future, with the caveat that there is no real change in the Middle East situation or in the supply of

oil," said VW's Jay Amestoy. "If gas prices remain the same, I don't think Volkswagen sees any chance that the diesel percentages will increase."

• Although there are few indications that passenger-car diesel sales are in for any short-term revival, some still see it as the engine of the future.

Continued on Page 40, Col. 3

"This wash is easy to use and inexpensive," says Ed Wilson of Martin Cadillac.



N/S CTV-90 at Martin Cadillac, in Los Angeles

Wilson, who is director of fixed operations at Martin Cadillac adds, "the CTV-90 is so simple, we use it much more than we expected and it costs so little to operate, we can afford to give washes away."

CTV-90 FEATURES

- Reliable
- Fully Automatic
- Simple Maintenance
- Reclaim Available

Dealer Special \$15,900 plus freight and erection*



*Limited offer

N/S Corporation
235 W. Florence Ave., Dept. AN
Inglewood, CA 90301 (800) 782-1582
(213) 412-7074 in California Nationwide

CARB declines to ban sale of diesel cars in California

LOS ANGELES. — An official of the California Air Resources Board told a Southern California air quality district that CARB will not ban the sale of diesel passenger cars in the state, rejecting the district's call to do so.

Concerned about the effects of particulate matter on visibility, the South Coast Air Quality Management District has pushed for regulations that would either ban diesels altogether or require diesel cars to meet the same emission standards as gasoline-powered vehicles.

James Boyd, CARB's execu-

tive director, told the AQMD (which can only regulate emissions from stationary sources), that CARB has already adopted the most stringent diesel-car emission standards in the country and that those standards will continue to tighten through the remainder of the decade.

He added that he doesn't see passenger-car diesels, whose sales have decreased dramatically in the past several years, as the major source of the problem. Rather, CARB views heavy-duty trucks and buses as the problem and the board is researching means to deal with the situation.



New Subaru distributor

Jose Fidalgo, second from right, has been appointed Subaru distributor for the Caribbean area, comprised of Puerto Rico and the Virgin Islands. Shown here at the new Subaru Caribe, Inc., headquarters in San Juan, Puerto Rico, are, from left: Robert L. Reich, executive vice president - finance, Subaru of America; Aurora G. Fidalgo; Doug Mahin, vice president - distributor division, Subaru of America, and Joe Grecu, operations manager, distributor division, Subaru of America.

Plant in England to produce oil from scrap tires

WOVERHAMPTON, England. — A commercial plant for turning scrap tires into oil is due to begin full production here in March.

The plant is run by Tyrolysis, formed two years ago by Foster Wheeler Power Products and Leigh Interests, a group specializing in waste treatment.

Tyrolysis said it hopes to produce 20,000 tons of light fuel a year and 17,000 tons of coke-like solid fuel.

It will also achieve self-sufficiency in fuel by burning gases emitted during the process, it said.

The tires are broken down into their chemical constituents by pyrolysis, the technique of heating a substance in the absence of air.

THE RUST STOPS HERE!

Big Profits Don't! Profits are just beginning for you with RW-22 Automotive Protection Systems.

One application of RW-22 Corrosion Protection insures that all potential rust problem areas are treated. No application holes have to be drilled and plugged. Applying RW-22 to your customers vehicles is quick and clean. There is no black mess so you don't need a special enclosed bay to apply RW-22.

All these great features, PLUS a lifetime warranty, backed by a major insurance company means satisfied customers and high profits for you.

Contact your Wurth representative or our corporate office: Distributors are welcome. Start using RW-22 Rust, Paint and Fabric Protection Systems

to increase your company earning power.

No mess, easy application, comprehensive warranty, satisfied customers and high profits, all with RW-22.



Quality Can Cost Less!

RW-22

Call: (201) 825-2710

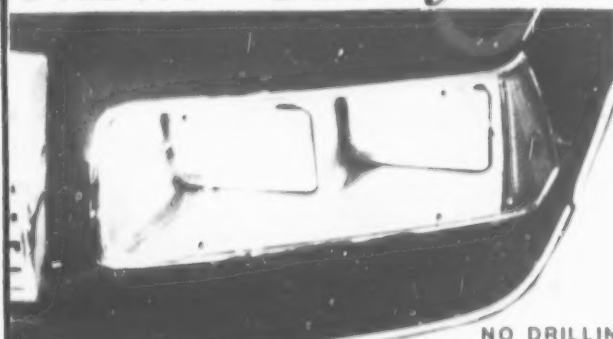
Or Write: Wurth Fastener Corporation
3 Pearl Court, Allendale, NJ 07401

SUBARU CONVERTIBLE**"ALL NEW FOR '84"****"FULLY AUTOMATIC CONVERTIBLE TOP"****"AMERICAN CUSTOM COACHWORKS, LTD."**

proudly announces it has engineered and styled this "great" answer to a "new" breed of luxury convertibles with... "a fully automatic convertible top." Base units can be drop shipped to American Custom Coachworks, Ltd. plants or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643**FOR MORE INFORMATION*****QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE**

AN 27

NEW! "Cat Eyes"

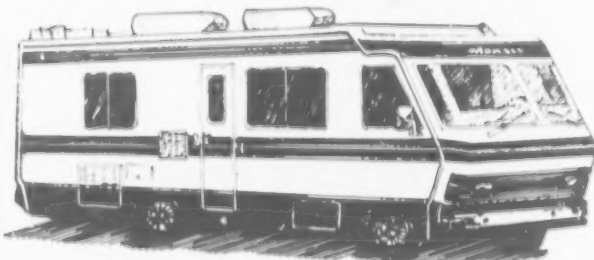
NO DRILLING

Headlight Lens**'83-'84 Cougar or Thunderbird****UNBREAKABLE LEX-X 2 MIN. INSTALLATION****The DON MARK OPTION Co.****1-800-325-9069****Fla. 305-563-0888****Canada 416-492-7795****Opportunities for Profit Through Diversification!**

Monaco Motor Homes, major manufacturer of highly profitable top quality motor homes, has great opportunity for potential dealers. Full line includes 25' to 35' luxury class A units on Diesel and Chevy Chassis, and luxury mini homes on Ford Chassis.

Great training and support program! Hurry—a few protected area dealerships are still available.

Return coupon now!

Monaco
MOTOR HOMES


Director of Marketing
 MONACO Motor Homes
 325 East First Street
 Junction City, OR 97448

☐ Please send literature
☐ Have rep. contact me soon
 I am presently a motor home or
 automotive dealer ☐ Yes ☐ No

Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone No. _____

Market share cut in half to 2 pct. in '83**Diesel here to stay despite setback**

Continued from Page 39

"The problem with the GM engine is that it came along at a time when car buyers were being hyped to buy diesels, when perhaps a diesel isn't for everybody," said Gibbons. "You have to be a fairly heavy driver, traveling at least 15,000 miles per year."

"There also needs to be a bit more education on how to operate diesels. People say they are smelly and hard to start in the winter. But they are not hard to start in the winter if operated properly, and the fuel is less noxious than some of the catalytic converter fumes."

Gibbons conceded that the 25 percent market share projected for the diesel just a few short years ago is probably unrealistic, since auto makers are not gearing up for that level of production. But he said the engine may eventually claim a quarter of the domestic market.

"The next 10 years could see it approaching that number as we move to the next generation of technology," Gibbons said. "The diesel engine probably has 20 more years of development to go. There is a lot of room for improvement in fuel economy and performance, and I think it's going to come. We are already seeing more sophisticated turbochargers."

Mercedes' Shuman agrees that the diesel has a long-term future in the U.S.

"I continue to see studies that

predict a resurgence of the diesel in the 1990s," he said. Of course, that probably presupposes two things — finite fuel availability and the need to conserve, and improve technology, which means making a diesel more like a gas car in such areas as noise and emissions."

Despite the current sales swoon, the now-vanishing U.S. diesel trend may have left behind a new group of diesel loyalists in this country.

"We've found there are some people who swear by them, especially people who travel," said Hudgens. "There are some real fans out there."

One GM dealership in Maryland is having so much success with diesels that it is advertis-

ing to find diesel-equipped editions of 1982 Eldorados, Cutlass Supremes and Chevettes.

"I've had pretty good experience with (new) diesels in our zone," said Jean Rouchard, general sales manager at Westminster Chevrolet-Cadillac-Oldsmobile in Westminster, Md.

"The used ones I've been getting have moved well, and I'm anxious to see how well they sell when I get some more in. It is true I can get them for less than gasoline engines, but that is in part because the diesel usually has more miles on it."

"Sure, there are some complaints about them," he said. "But a lot of people who are buying diesels from me have had diesels before."

Florida's environmentalists boycott Mercury Cougar

NAPLES, Fla.—Some environmentalists have launched a boycott of the Mercury Cougar in protest of Ford Motor Co.'s proposed construction of a vehicle test track on the edge of the Everglades, where the endangered Florida panther, or cougar, lives.

Environmentalists are distributing bumper stickers and T-shirts that read "Florida Panther—Yes, Ford Cougar—No."

A Ford spokesman said dealers have experienced no impact from the campaign. He added that the proposed test site is west of the officially designated wildlife area.

"We're not kicking Ford Motor Co. out of Collier County. We're saying there's a better place (for the track)," said James McMullen, president of the Endangered Species Research Foundation in Naples, Fla., who is spearheading the boycott.

McMullen said he has tracked one panther for three years and has seen the animal all three times within the proposed construction area.

Ford, meanwhile, must obtain approval from various state regulatory agencies before construction can begin. A hearing before the South Florida water management board is set for March 15. The auto maker also

must obtain permits from the state game commission and the Army Corps of Engineers.

The company received the go-ahead from Collier County after Collier Corp., owner of the 530-acre track site threatened the county with a \$4.5 million lawsuit. Ford's original zoning request was rejected by county officials. Ford will lease the site from Collier Corp.

• McMullen, nevertheless, remains confident construction will be blocked. He said his campaign gained added ammunition last week when the federal government announced the migrating wood stork had been added to the endangered species list. McMullen said the birds nest in the cypress trees where the track is to be built.

The test facility will include a 2.5-mile straightaway, a one-mile handling course, a 2.5-mile oval track and about 200 square feet of offices and garages.

The complex, which is estimated to cost between \$5 million and \$7 million, will be used in the winter when the cold weather prohibits use of test tracks up north.

The track has been scheduled for completion by September, 1984; however, that date has been pushed back.

**Partners sign with Pontiac**

David S. Arakelian, seated right, and Howard G. Malloy, standing left, signed as partners to run a Pontiac-Buick-GMC dealership in Brattleboro, Vt. Also pictured are R. W. McConnel, seated left, Pontiac zone manager, and W. L. Palmer, Pontiac district manager.

\$5,000 for charity

HARTFORD. — More than \$5,000 was reported raised for the American Heart Assn. of Greater Hartford by the Greater Hartford Automobile Dealers Assn. charity preview night at the Connecticut International Auto Show here.

factories list auction dates

American Motors

March 13—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

March 14—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 15—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

March 16—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

March 20—Aptco Auto Auc-

tion, Taylor, Mich.

March 21—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

March 22—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

March 27—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

March 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 29—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

March 30—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

March 13—Hatfield Auto Auction, Hatfield, Pa.; Metro Auction of Kansas City, Lee's Sum-

mit, Mo.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoec, Fla.

March 14—Columbus Fair Auto Auction, Obetz, O., and Harrisonburg Auto Auction, Harrisonburg, Va.

March 15—Clanton's Auto Auction, Darlington, S. C.

March 16—Concord Auto Auction, Acton, Mass.

March 20—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago, Ill.; NuCarPrep System, Santa Fe Springs, Calif., and Portland Auto Auction, Portland, Ore.

March 21—Butler Auto Auction, Gibsonia, Pa.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 22—Northway Exchange, Clifton Park, N. Y.

Model breakdown

	Auction Averages		
	March to date	February	January
1984.....	\$11,045	\$10,278	\$10,118
1983.....	7,497	8,567	8,110
1982.....	6,100	6,218	6,338
1981.....	5,413	5,154	5,279
1980.....	4,300	4,526	4,239
1979.....	3,425	3,469	3,902
1978.....	2,575	2,421	2,589
1977.....	1,924	1,907	1,999
Overall			
Average \$	5,178	5,340	5,359

March 23—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 27—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of

Continued on Page 52, Col. 1

used-car auction directory

Display Rates: \$68.50 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time,

\$21.50; 13 times, \$29.00; 26 times, \$18.00; 52 times, \$15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News,

965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: March 14 for March 26 issue.

MISSOURI
Richard Head's Auto Auction, Columbia, Mo. Every Thurs., 12 P.M. Lease cars—will pickup. 314-474-9595. Member NAA & WAA.

MISSOURI
Floyd Hauhe Auto Auction & Recon Ctr.—Fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW YORK
Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

NEW JERSEY
WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N.J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

PENNSYLVANIA
GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 11 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

OHIO
Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO
Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

PENNSYLVANIA
Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

NEW YORK
NORTHWAY EXCHANGE, INC.
DEALERS AUTO AUCTION
EVERY THURSDAY
11:30 A.M. SHARP
(518) 371-7500
Route 146
P.O. Box 440
Clifton Park, N.Y. 12065
Our Service Does Not Cost — It Pays

VIRGINIA
Since 1970—
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

SOUTH CAROLINA
Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS
PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas. 806-372-2206.

WASHINGTON
So. Seattle Auto Auction. The Lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, WA 98064.

INDIANA
Sale Every Thursday
DEALER TRADE-IN LINE
10:30 A.M. sharp
REGULAR SALE
12 P.M. sharp
INDIANAPOLIS AUTO AUCTION, INC.
4040 Office Plaza Blvd., Indianapolis, IN 46254
1-317-298-9700

PENNSYLVANIA
PADE
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA. 17405
PHONE (717) 266-6611

SOUTH CAROLINA

CLANTON'S AUTO AUCTION, INC.
Every Thursday—6 Lanes

FACTORY AUCTION SCHEDULE

WEDNESDAY, MARCH 14th
11:00 A.M. SHARP
Ford - LM Dealers Only
Approx. 250 Units — Factory Cars

THURSDAY, MARCH 15th
9:30 A.M. SHARP
Chrysler Dealers Only
Approx. 150 Units — Company Cars and Daily Rentals

WEDNESDAY, MARCH 28th
11:00 A.M. SHARP
General Motors Dealers Only
Approx. 400 Units — Factory Cars and New 1982 LUV Trucks
TRANSPORTATION ALLOWANCE ON PURCHASE OF 8 OR MORE LUV TRUCKS
For Additional Information Call

(803) 393-2861
For flight arrangement service call toll free (800) 845-4365
CLANTON'S AUTO AUCTION, INC.
HWY. 34 WEST — DARLINGTON, SOUTH CAROLINA 29532

CALIFORNIA

Brusher's SOUTHERN CALIFORNIA AUTO AUCTION
10700 Beach Ave - Fontana, Ca 92335

Wednesday - March 21st, 1984 - 11:00 a.m.

Ford MOTOR COMPANY
EARLY RETURN - GDVP SALE
450 - 500 Units
FEATURING
* Over 150 Lincolns

* Mustangs * Escorts * Marquis
* Capris * LTD's * Crown Vics
* Up to \$300 Transport Cash Rebate
* Detailed to Ford Motor Company's Standards
* A Full Body and Style Mix
HERTZ
* Exclusively *
BUDGET
For Ford and Lincoln Mercury Dealers

(714/822-2261)

AMERICAN MOTORS LEASING CORP.
announces

March Momentum Sales

1,500 MORE USED CARS WILL BE SOLD IN MARCH

An excellent selection of front-line ready — priced to sell — used 1982 and 1983 Concords, Spirits, Jeeps, Eagles and Alliances will be offered at auction.

The Spring Market is here! Plan to attend March Momentum Sales!

TUESDAY MARCH 13 HIGH POINT A.A. HIGH POINT, NC 75 Units 919/886-7091	WEDNESDAY MARCH 14 COLUMBUS FAIR A.A. OBETZ, OHIO 100 Units 614/497-2000	THURSDAY MARCH 15 NORTHSTAR A.A. SHAKOPEE, MN 100 Units 612/445-5544	FRIDAY MARCH 16 FLOYD HAUHE A.A. BRIDGETON, MO 125 Units 314/739-1300
--	---	---	--

AMERICAN MOTORS SALES OPEN TO ALL DEALERS
MANY VEHICLES STILL UNDER FACTORY WARRANTY
Contact the auction of your choice or
Dave DeWolf at 800/521-4360 for full details

PLANNING A BIG SALE... PLACE YOUR AD IN THIS SECTION!

Import total steady, market share dives

Domestic sales up 48 pct. for month

Continued from Page 4

was up 68.37 percent and Lincoln was up 71.84 percent.

With 25 selling days this past February, the domestic daily rate averaged 26,201, up 42.11 percent from 18,437 for each of the 24 days in the month a year earlier.

• Import sales included the usual sprinkling of monthly record sales for European makers, BMW, Jaguar, Mercedes-Benz, Saab and Volvo claimed records. Porsche-Audi said it had its seventh-best-ever month in February, Peugeot was back on its feet reporting its fourth consecutive month with a substantial sales increase. Saab's total was its 23rd consecutive monthly record, it said.

Top importer Toyota reported a sales drop of 4.69 percent. Second-place Nissan was down 23.11 percent. Honda imports were up 14.11 percent. Mazda slipped 11.20 percent and Subaru was up 11.76 percent.

As the imports' share of the total market plunged to 22.14 percent from 29.64 percent a year ago, the remaining five segments shared the scattered wealth.

U. S. subcompacts climbed to 14.85 percent from 11.79 percent. Compacts had 18.24 percent compared with 14.85 percent. Intermediates grew to 26.56 per-

cent from 24.68 percent. Standards slipped to 10.28 percent from 13.87 percent, and luxury models expanded to 7.93 percent from 5.17 percent.

Of the February domestic-only market, 19.07 percent were subcompacts, 23.43 percent were compacts, 34.11 percent were intermediates, 13.20 percent were standards and 10.19 percent were luxury cars.

Where auto market was in February

	Total Sales	Pct. of Total
SUBCOMPACT	124,909	14.85
COMPACT	153,427	18.24
INTERMEDIATE	223,447	26.56
STANDARD	86,478	10.28
LUXURY	66,755	7.93
IMPORT	186,218	22.14
TOTAL	841,234	100.00

New investigator named in Detroit DeLorean case

DETROIT. — The U. S. Attorney's Office here has appointed a new head for the federal task force investigating the DeLorean Motor Co., AUTOMOTIVE NEWS has learned.

Assistant U. S. Attorney Jos-

eph Papelian has replaced Martin Reisig as head of the federal task force investigating fraud allegations involving the defunct car company.

Reisig, who with fellow AU-SA Sheldon Lite had coordinated the task force and grand jury investigation since last year, is leaving the government for private practice. Papelian, described as a "real go-getter," has a good record and has a good reputation in the federal law enforcement community.

The government has accelerated its efforts since the beginning of the year and is now proceeding "regardless of what happens" in John DeLorean's federal drug trafficking trial in Los Angeles, a source close to the investigation said.

The grand jury investigation, which began in mid-1983, has taken a while to reach a full head of steam, but sources now say the grand jury is issuing more subpoenas and receiving an increasing flow of documents, including some documents from overseas financial institutions involved in certain suspect transactions.

Papelian and Lite, the task force of federal agents and the grand jury have focused their attention on several transactions, including the mysterious "GPD" transaction in which \$17.65 million disappeared from the car project in 1978. Federal statutes of limitation expired last year for a number of alleged crimes.

However, the government is investigating other possible crimes, including tax evasion, racketeering, mail fraud and bankruptcy fraud, for which the statutes have not expired.

DETROIT.—The final pre-trial conference of Federal Judge Avern Cohn and attorneys for George G. Spaulding and his former employer, General Motors has been set for March 27.

Spaulding, 64, was general sales manager for Pontiac until

June, 1981. His separation from that post and from GM led to his suit in June, 1982, against the company charging a variety of civil wrongs.

They include breach of contract, defamation of character and age discrimination. Spaulding is asking for \$69 million in damages.

Judge Cohn will conduct the trial without a jury. The final pre-trial conference has been postponed several times.

Spaulding's suit against GM moves close to courtroom

DETROIT.—The final pre-trial conference of Federal Judge Avern Cohn and attorneys for George G. Spaulding and his former employer, General Motors has been set for March 27.

Spaulding, 64, was general sales manager for Pontiac until

DOMESTIC CAR SALES

	Feb. 21 to Feb. 29, 1984	Same Period, 1983	Feb. 1984	Same Month, 1983	Jan. 1 to Feb. 29, 1984	Same Period, 1983
Alliance			9,700	10,328	17,180	19,676
Encore			6,947		11,790	
Renault	7,847	4,000	16,647	10,328	28,970	19,676
Spirit			485			1,120
Concord			1,374			3,010
Eagle			1,795	2,608	3,743	4,954
AMC	870	1,000	1,795	4,467	3,743	9,084
AMERICAN MOTORS	8,717	5,000	18,442	14,795	32,713	28,760
Horizon	2,648	1,297	6,949	2,805	13,178	5,174
Turismo/TC3	1,473	982	3,735	2,146	6,712	3,836
Reliant	5,009	4,791	12,771	10,840	24,959	21,142
Plymouth	432	901	1,102	2,039	1,745	3,015
Total Plymouth	9,562	7,971	24,557	17,830	46,594	33,167
Laser	1,432		4,634		8,581	
LeBaron K	2,984	2,512	7,964	5,662	14,322	10,113
Cordoba			616	39	1,277	2,021
New Yorker 5th Ave.	2,113	2,781	5,658	6,045	10,472	10,888
E-Class	862	1,049	2,665	2,436	5,213	5,738
Chrysler	1,680	1,007	4,535	1,963	8,439	2,281
Total Chrysler	9,071	7,965	25,495	17,383	47,151	31,041
Total Imperial			68	179		297
Omni	2,104	1,258	5,536	2,736	11,050	4,748
Charger/024	1,822	1,092	4,532	2,391	7,891	4,316
Daytona	1,249		3,605		6,826	
Aries	3,976	3,999	10,661	9,522	19,658	18,187
600 Cpe./400	776	1,152	1,878	2,589	3,297	4,256
Diplomat	469	810	1,114	2,133	1,654	3,681
Mirada			91	415	250	726
Dodge 600	1,153	855	2,956	1,856	5,445	3,720
Total Dodge	11,569	9,347	30,373	21,642	56,071	39,634
CHRYSLER CORP.	30,192	25,351	80,425	57,034	149,816	104,139
EXP	801	546	2,142	1,392	3,550	2,630
Escort	10,356	9,194	28,143	24,747	53,531	45,965
Mustang	3,957	3,244	12,371	8,700	22,932	16,451
Tempo	9,194		22,567		42,233	
Fairmont	0	2,788		9,275		17,087
Granada	0	229		690		1,673
Thunderbird	5,662	3,033	14,217	5,164	26,025	5,630
LTD '83	5,707	3,768	15,617	10,213	29,983	21,525
Ford Crown Victoria	4,794	3,987	13,263	10,515	23,615	19,223
Ford Division	40,471	26,789	108,320	68,696	201,869	130,184
LN7		203		554		970
Lynx	2,000	1,871	5,546	5,312	10,485	10,761
Topaz	2,463		6,385		11,779	
Zephyr		1,140		3,041		5,854
Cougar/Monarch		49		162		486
XR-7	3,803	1,157	10,658	2,317	18,500	2,505
Capri	617	775	2,057	2,134	3,783	3,840
Marquis '83	3,072	1,502	8,626	4,269	15,901	8,397
Mercury Gr. Marquis	4,074	3,202	11,912	9,047	20,567	16,978
Total Mercury	16,112	9,899	45,184	26,836	81,015	49,791
Continental	613	529	1,829	1,494	3,555	3,132
Lincoln	2,365	1,016	6,540	3,212	10,148	6,969
Mark VII	1,060	767	3,297	2,083	7,805	4,034
Total Lincoln	4,038	2,312	11,666	6,789	21,528	14,135
L-M Division	20,150	12,211	56,850	33,625	102,523	63,926
FORD MOTOR	60,621	39,000	165,170	102,321	304,392	194,110
Skyhawk	3,826	2,050	7,943	5,056	14,427	9,568
Skylark	3,654	3,214	7,930	7,341	15,069	13,810
Century FWD	7,631	3,083	15,560	7,992	30,651	16,166
Regal Sedan/Coupe	7,689	2,150	16,948	5,758	33,046	11,138
LeSabre	5,951	4,676	13,184	12,214	25,752	22,632
Electra	2,832	4,229	6,277	10,669	12,953	19,419
Riviera	2,045	1,332	4,409	3,552	8,903	7,085
Buick Division	33,628	22,569	72,251	57,451	140,801	109,368
Cimarron	493	570	1,699	1,360	3,277	2,753
Seville	960	845	2,977	2,025	5,730	3,842
Cadillac	4,689	4,518	14,809	11,843	29,141	22,926
Eldorado	1,828	1,736	5,830	4,509	11,170	8,846
Cadillac Division	7,970	7,669	25,315	19,737	49,318	38,367
Chevette	5,369	4,732	14,480	12,276	29,728	25,264
Cavalier	9,960	5,408	26,499	12,917	51,462	24,558
Citation	2,044	3,132	5,218	7,896	11,231	17,162
Camaro	6,145	4,404	16,769	11,078	29,748	22,220
Celebrity	9,633	3,432	24,373	8,733	46,879	18,648
Malibu	85	3,304	212	8,236	541	16,038
Monte Carlo	4,566	2,502	11,586	6,571	22,236	13,728
Chevrolet	7,875	6,075	19,948	15,076	39,371	29,409
Corvette	958	332	2,590	929	4,808	1,927
Chevrolet Division	46,835	33,321	121,675	83,712	236,004	168,954
Firenza	1,483	1,096	4,871	2,848	9,030	5,685
Omega	1,140	1,400	3,937	3,776	7,080	7,346
Cutlass Ciera	6,433	4,080	20,235	11,202	39,493	21,698
Cutlass Supreme	11,059	9,044	33,622	24,624	61,980	48,477
Olds 88	7,321	6,274	21,752	17,030	41,541	33,386
Olds 98	2,863	2,841	9,261	8,106	19,540	16,274
Toronado	1,176	946	3,278	2,696	6,577	5,421
Ford Division	31,475	25,681	96,856	70,282	185,241	138,287
Oldsmobile Division	2,843		9,692		17,735	
1000	774	793	2,199	2,197	4,341	4,787
2000/Sunbird	3,177	2,069	8,512	5,021	16,278	9,242
Phoenix	317	948	1,038	2,133	2,166	4,444
Firebird	3,090	2,163	8,685	5,360	15,241	11,616
6000	3,858	1,856	10,740	4,729	19,795	9,355
Bonneville	2,194	1,978	6,588	5,150	12,062	10,275
Grand Prix	2,149	2,272	6,288	5,788	11,878	11,335
Parisienne	1,329		4,071		7,729	
Pontiac Division	19,731	12,079	57,813	30,378	107,225	61,054
GENERAL MOTORS	139,439	101,319	373,910	261,560	718,589	515,030
VOLKSWAGEN	3,486	2,587	6,654	5,516	13,873	11,080
HONDA	5,607	4,001	10,415	1,253	19,062	2,500
DOMESTIC TOTAL	248,062	173,757	655,016	442,479	1,238,445	856,619
IMPORT TOTAL			186,218	185,109	381,347	363,914
INDUSTRY TOTAL			841,234	627,588	1,619,792	1,220,533

†Estimate

U. S. CAR SALES BY MARKETING UNITS

	Feb. 1984	Feb. 1983	2 Mos. 1984	2 Mos. 1983
Chevrolet	121,675	83,712	236,004	168,954
Ford	108,320	68,696	201,869	130,184
Oldsmobile	96,856	70,282	185,241	108,287
Buick	72,251	57,451	140,801	109,368
Toyota	39,879	41,842	79,871	84,449
Pontiac	57,813	30,378	107,225	61,054
Nissan	35,056	45,594	72,092	86,510
Mercury	45,184	26,836	81,015	49,791
Honda	42,403	29,286	86,312	60,958
Dodge	33,865	25,534	64,411	47,354
Plymouth	27,652	21,123	54,101	39,542
Cadillac	25,315	19,737	49,318	38,367
Chrysler/Imperial	25,495	17,562	47,151	31,041
AMC-Renault	19,263	16,513	34,845	32,268
Mazda	12,259	13,805	25,494	27,287
Volkswagen of America	23,378	16,892	46,176	32,288
Subaru	13,424	12,011	26,874	24,259
Lincoln	11,666	6,789	21,508	14,135
Volvo	8,104	6,405	17,496	14,666
Mercedes-Benz	6,256	5,075	12,637	9,095
BMW	5,242	4,168	9,505	7,900
Mitsubishi	3,250	2,590	6,583	3,869
Saab	2,428	1,684	5,136	3,755
Isuzu	1,453	999	2,655	2,645
Jaguar	1,030	826	2,085	1,517
Peugeot	1,507	1,061	3,019	2,111
Fiat		580		1,121
Alfa Romeo	210	157	368	269
TOTAL	841,234	627,588	1,619,792	1,220,533

IMPORTED CAR SALES

	Feb. 1984	Feb. 1983	2 Mos. 1984	2 Mos. 1983
Alfa Romeo	210	157	368	289
Audi	5,432	2,904	10,662	5,642
BMW	5,242	4,168	9,505	7,900
Conquest/Challenger	397	1,216	835	2,216
Plymouth Colt	2,317	2,375	5,710	4,691
Dodge Colt	2,676	2,676	6,370	2,676
Fiat		527		976
Honda	31,988	28,033	67,250	58,458
Isuzu	1,453	999	2,655	2,645
Jaguar	1,030	826	2,085	1,517
Lancia		53		145
Mazda	12,259	13,805	25,494	27,287
Mercedes-Benz	6,256	5,075	12,637	9,095
Mitsubishi	3,250	2,590	6,583	3,869
Nissan	35,056	45,594	72,092	86,510
Peugeot	1,507	1,061	3,019	2,111
Porsche	1,027	1,325	3,952	2,962
Renault	821	1,718	2,132	3,508
Saab	2,428	1,684	5,136	3,755
Conquest/Sapporo	379	918	750	1,684
Subaru	13,424	12,011	26,874	24,259
Toyota	39,879	41,842	79,871	84,449
Vista	818		2,182	
Volkswagen	9,265	7,147	17,689	12,604
Volvo	8,104	6,405	17,496	14,666
TOTAL	186,218	185,109	381,347	363,911

1.5 million in stockpile

New-car inventory cut to 59 days

Continued from Page 1

tween the market segments: Subcompact, 18.82 percent; compact, 26.69 percent; intermediate, 34.73 percent; standard, 12.06 percent, and luxury, 7.70 percent.

A month earlier, the inventory was divided this way: Subcompact, 19.21 percent; compact, 27.36 percent; intermediate, 34.50 percent; standard, 11.32 percent, and luxury, 7.61 percent.

The March 1 days-supply figures by market class were:

Subcompact—Accord, 13; Fiero, 14; Horizon, 50; Omni, 53; Escort, 56; EXP, 64; Turismo, 67; Alliance, 68; Encore, 68; Chevette, 70; Laser, 72; Charger, 77; Lynx, 77; Rabbit, 88; Daytona, 90, and Phoenix 1000, 91.

Compact—Mustang, 49; Le-

Baron, 59; Tempo, 61; Cavalier, 62; Firebird, 62; Camaro, 67; Reliant, 68; Aries, 69; Topaz, 70; Capri, 73; Dodge 400, 76; Firenza, 84; Pontiac 2000, 88; Skyhawk, 90; Eagle, 90, and Cimarron, 94.

Intermediate—Ciera, 36; Marquis, 41; Cutlass Supreme, 44; Pontiac 6000, 45; Malibu, 52; Regal, 54; Century, 54; Cougar, 56; Chrysler E Class, 57; LTD, 58; Celebrity, 60; New Yorker E, 65; Thunderbird, 71; Bonneville, 71; Dodge 600, 79; Omega, 80; Skylark, 87; Grand Prix, 88; Monte Carlo, 99; Citation, 116, and Phoenix, 118.

Standard—LeSabre, 22; Grand Fury, 30; Olds 88, 40; Grand Marquis, 48; Crown Victoria, 54; Diplomat, 64; Chevrolet, 67, and Parisienne, 83.

Luxury—Lincoln, 25; Olds 98, 33; Eldorado, 36; Seville, 36; Cadillac, 44; Corvette, 44; Electra, 46; Continental, 55; Toronado, 56; Riviera, 60, and Fifth Avenue, 65.

NEW-CAR STOCKS

	Mar 1 1984	Feb 1 1984	Mar 1 1983
Alliance	68	97	62
Encore	68	97	62
Eagle	90	76	99
AMERICAN			
MOTORS	70	94	84
Horizon	50	54	119
Reliant	68	67	76
Turismo	67	79	111
Plymouth	30	49	15
Plymouth Total	61	65	80
LeBaron	59	65	80
Laser	72	79	79
Fifth Avenue	57	54	51
New Yorker E	65	79	144
E-Class	57	56	60
Chrysler Total	62	66	87
Omni	53	50	102
Daytona	90	92	92
Charger	77	101	141
Aries	69	78	74
Dodge 400	76	90	52
Dodge 600	79	87	120
Diplomat	64	58	32
Dodge Total	71	78	95
CHRYSLER			
CORP.	65	70	88
EXP	64	96	95
Escort	56	60	61
Tempo	61	76	66
Mustang	49	67	66
Thunderbird	71	87	187
LTD	58	57	86
Crown Victoria	54	65	65
Ford Division	58	68	88
Lynx	77	83	77
Topaz	70	92	92
XR-7	56	92	249
Marquis	41	49	79
Grand Marquis	48	57	61
Capri	73	100	67
Total Mercury	56	74	91
Continental	55	51	64
Lincoln	25	35	49
Mark VII	76	61	115
Lincoln Total	44	50	72
FORD MOTOR	57	68	88
Skyhawk J	90	93	136
Skylark	87	98	90
Century	54	49	102
Regal	54	55	70
LeSabre	22	52	63
Electra	46	42	57
Riviera	60	58	71
Buick Division	61	60	74
Cimarron	94	98	113
Eldorado	36	37	45
Cadillac	44	43	53
Seville	36	34	51
Cadillac Division	45	44	55
Chevette	70	63	79
Cavalier	62	60	121
Citation	116	91	74
Camaro	67	79	97
Celebrity	60	56	161
Malibu	52	50	1
Monte Carlo	99	98	167
Chevrolet	67	63	85
Corvette	44	49	119
Chevrolet Division	69	67	97
Firenza	84	99	137
Cutlass/Ciera	36	40	62
Omega	80	96	78
Cutlass Supreme	44	51	92
Olds 88	40	37	49
Olds 98	33	31	36
Toronado	56	53	66
Oldsmobile Div.	44	47	58
Fiero	14	18	18
T1000	91	96	88
J2000	88	91	143
Phoenix	118	115	55
Firebird	62	85	97
A6000	45	50	98
Bonneville	71	84	87
Gran Prix	88	94	92
Pontiac	83	86	86
Pontiac Division	62	71	114
GENERAL			
MOTORS	58	60	80
VOLKSWAGEN	88	72	102
HONDA	13	19	102
Total Cars U. S.	59	63	83



Longtime Ford deal changes hands

Ivor deKirby, center, has sold Pearson Ford in San Diego to J. Barry McCallan, left, and Jess B. Carraway Jr., right. DeKirby had operated the dealership since 1950. McCallan and Carraway have operated Lakewood Ford in Denver for 22 years. DeKirby, long active in civic and charitable activities, was named Mr. San Diego in 1980.

UAW prepares a hard line for this year's negotiations

Continued from Page 1

was outlined in the now infamous GM document.

The UAW resolutions that came out of the convention declare "we are entitled to an immediate wage increase" and the "Annual Improvement Factor (AIF) is needed to provide additional real wage gains reflecting productivity increases." Assemblers at Ford and GM make \$12.61 an hour.

The UAW forfeited its annual 3 percent AIF in the 1982 round of bargaining and also deferred some COLA payments. The 1982 negotiations were conducted early at the request of Ford and GM because they said they could not be competitive with that current labor cost. At that time, the auto industry was in a severe economic slump.

The UAW will also ask for improvements in the COLA formula and that some of the current COLA money be folded into the base rates.

In addition, the union will be seeking a reduction in overtime, extensions of the group legal plans (currently in force only at GM), improved health care programs without co-pay and deductibles, increased pensions, paid educational leave and profit sharing on top of AIF and COLA payments.

Improvements in the Guaranteed Income Stream (GIS) will also be sought. The GIS provided laid-off workers with high seniority a portion of their wages until they retire or until the companies find another job for them.

The UAW will also look for more control over Ford and GM's outsourcing procedures. The current contract provides a 24-month moratorium on plant closings related to outsourcing. That expires April 12.

In his speech to the convention, Bieber also called on the auto company executives to take more modest bonuses.

He said increases in the workers' wages and benefits can be accomplished without any price increases, given the current profits of Ford and GM.

"In fact, given the profitability of the firms, we think the industry ought to cut prices," he said. "It would help consumers. It would stimulate sales and production. It would make more jobs."

Creating more jobs is one of the major goals of the drive toward job security, Bieber indicated.

The union is currently faced with a possible loss of jobs as GM imports 300,000 small cars a

year from Isuzu and Suzuki as well as Ford's announcement that it intends to build an assembly plant in Mexico.

Bieber said the GM strategy document indicated that "GM wants to be able to source whatever it wants from where ever it wants with no interference from the union."

"Well, I've got news for GM," he said. "We intend to keep those jobs at home in our plants in the U. S. and Canada."

The UAW will once again move toward shorter worktime, without reducing pay. While Bieber was not specific in his speech, it is possible that the union will demand a return to the paid personal holidays (PPH) given up in the 1982 contract. The 1979 agreement provided 26 during its three-year term.

• One small move toward additional time off is the union's demand to make Martin Luther King Jr.'s birthday a paid holiday.

Bieber also said the UAW believes it is entitled to a continued seat on Chrysler's board of directors. The seat is currently held by former UAW President Douglas A. Fraser, who announced he will vacate that seat this spring.

The UAW Collective Bargaining Convention is a meeting of the delegates to decide on strategy. Although there was debate, Bieber ran the meeting with an iron hand, making certain all parliamentary rules were followed.

He was even concerned about press interference. At one point, television crews were not permitted to film the delegates while they were debating because he felt it would be disruptive. Those crews were confined to a small section in a corner of the meeting room away from the mainstream.

At another point, television crews were evicted from a balcony above the delegates because their lights were distracting members.

The UAW maintains that such movements were disruptive to the convention. The television crews say if they can't get the pictures they need they can't cover the story effectively.

During the convention, Bieber made several references to the press indicating that if the UAW was specific about its demands the press would "have a heyday" with what it perceived to be the major issues, leaving other demands out.

Cutting hospital stay to save Chrysler \$2 million a year

DETROIT. — Chrysler Corp. could save as much as \$2 million annually under a new cost containment program designed to reduce unnecessary hospital stays, according to Blue Cross and Blue Shield of Michigan.

Chrysler and its UAW members were the sole participants in a Blue Cross pilot program, which began last summer.

Honda rust fix cost \$17.5 million on 77,776 cars

WASHINGTON. — American Honda spent \$17.5 million in redress to owners of 1975-78 Honda cars with rusted fenders, under terms of a 1982 FTC consent agreement.

The final compliance report filed with FTC shows that American Honda repaired 65,104 cars, made cash settlements with 568 owners, and reimbursed 12,104 owners for previous repairs. In all, owners of 77,776 vehicles received redress. Some 300,000 vehicles were potentially eligible. FTC staff estimates that consumers received approximately \$225 per vehicle, or about one and one-half fenders per car.

American Honda notified 24 "salt-belt" states and the District of Columbia where the rust problem was most prevalent.

Quality ranks ahead of price for suppliers, survey shows

Continued from Page 2

area. This actually improves quality, he said.

Supplier-manufacturer relations and quality will be two of the topics at the auto conference; the third will be industrial policy.

Among the speakers scheduled are Harold Poling, Ford Motor Co. executive vice president, and Shohei Kurihara, Bank of Tokyo and advisor to the Japanese Minister of International Trade and Industry. Michael Driggs, Department of Commerce deputy assistant secretary, has replaced Lionel Olmer, undersecretary for international trade, as a speaker.

Owen Bieber, UAW president, has been replaced on the roster by his administrative assistant,

"This new program has provided evidence that Chrysler/UAW members have been unnecessarily admitted to a number of hospitals in the state for lower back pain when no surgery was performed," said Robert H. Reveley, Blue Cross vice president for health care affairs.

"These admissions alone cost Chrysler nearly \$700,000 over a recent 12-month period," he added.

Chrysler has said that health care costs amount to \$600 of the price of each of its cars.

Reveley said Blue Cross officials are talking to eight to 10 hospitals that showed excesses in hospital admissions and surgical procedures during the pilot program.

The program also indicated that some hospitals were admitting above average numbers of people for one and two days for surgery that could be performed at outpatient centers.

Blue Cross officials hope other large customers, who are charged a \$12,000 to \$15,000 administrative fee, will participate in the program called ASSURE — A Selective Strategy for Utilization Review Effectiveness. They are presenting the program to other auto makers.

They said companies the size of Chrysler can expect a \$2 million savings annually in the first few years of the program.

James Lain.

Chrysler Corp. Vice Chairman Gerald Greenwald will be the dinner speaker March 20.

At a workshop the following day, General Motors Vice President Alfred S. Warren and the UAW's Lain are scheduled to discuss the future of quality of worklife programs.

Nissan Vice President of Quality Assurance Shuichi Yoshida, Chrysler Vice President of Quality and Productivity George Butts and GM Director of Reliability Cardy R. Davis will share another workshop session.

Registration information is available by calling (313) 764-1489.

Takes first place in February; Fiat leads for 2 months

GM moves to the top in Europe

By Richard Feast
European Editor

LONDON. — General Motors' unflagging pursuit of Ford in Western Europe is starting to achieve results. In February, GM made history by becoming the leading retailer for the first time.

Renault, number one for the past four years, sank to sixth among Europe's Big Six auto makers, while Fiat Auto climbed to overall market leadership for the opening two months of the year.

This motoring musical chairs indicated by early and unofficial returns circulating in the industry is a sharp reminder of the intense competition in the European market.

The leading six makers—Fiat, GM, Ford, Peugeot (PSA), VW Group and Renault in their two-month order—are so evenly balanced that only 2.8 percentage points separate them.

This year is likely to see other monthly market leaders, and no one is yet placing money on a year-end finishing order.

Truck makers 52 pct. ahead of 1983 output

U.S. truck producers targeted completion of 58,873 units last week, 1.79 percent greater than the previous week's 57,837. The tally led the year-ago week's output of 47,012 by 25.23 percent.

Year-to-date, there have been 594,202 trucks produced, leading the year-ago total of 388,513 by 52.94 percent.

Seven truck facilities worked additional hours last week.

At General Motors, Detroit, Janesville (Wis.), Flint, Lordstown (O.), St. Louis and Pontiac worked Saturday (March 10).

Nissan's Smyrna (Tenn.) facility worked nine-hour daily shifts last week.

The preliminary February statistics give GM (mainly Opel-Vauxhall but also including U.S. and Isuzu products) 13.4 percent compared with 11 percent one year earlier. In unit terms, the rise in volume was one-third, compared with a total market increase of less than 10 percent to almost 890,000.

Other February positions are Fiat (12.7 percent), Ford (12.0), PSA (11.9), VW (11.5) and Renault (10.6).

• GM's February showing is largely attributable to the enormous gain—79 percent—by Vauxhall Motors in the UK. Its market share was 22.6 percent, second only to market-leader Ford with a reduced 26.2 percent.

It is another indication that the GM-Ford battle for Europe is being fought in the showrooms of Britain.

January figures give Fiat Auto the leadership with 13.9 percent, followed by Ford (11.9), GM (11.7), Renault (11.4), PSA (11.3) and VW-Audi (11.0). The total market was up by around 5.7 percent to 893,000.

The Fiat position is attributable to its excellent Italian showing in Italy. It had 55 percent of total sales there—or three-quarters of its entire European volume for the month.

Combined January-February figures show Fiat still in the lead with 13.6 percent. The Italian company always reckoned it was market leader, but its definition of Europe never included Spain.

As the fifth largest market in Europe, Spain is always counted by Fiat's rivals, however. Now, even Fiat's competitors acknowledge its leadership.

Other positions after two months were GM with 12.5 percent (10.9 percent for the same period last year), Ford with 12.0 (13.7), PSA with 11.6 (11.5), VW with 11.3 (11.2) and Renault with 10.7 (12.5).

Positions will undoubtedly alter after this month's returns. March is traditionally a good month in the West German market—the biggest in Europe—and with Volkswagen popping new Golfs out of Wolfsburg at a record rate, it could be the turn of the German group.

There were 1,783,000 new registrations in Europe to the end of February, an increase of 7.7 percent over the same period last year. Most auto makers are forecasting a record for the year in the region of 10.5 million.

Of the 16 national markets, most showed volume increases. These were led by West Germany, up 18 percent at 399,000; Italy, up 10.5 percent at 315,000, and the UK, up 5.7 percent at nearly 326,000.

The big volume losses were recorded by France, down 5.6 percent to 280,000, and Spain, down 4.3 percent to 87,000. As market leader in both countries, Renault's current decline is a reflection of those trends.

Auto production climbs 9 pct.; 172,388 built

U.S. auto makers slated production of 172,388 units last week, 9.75 percent more than the 157,070 completed the previous week and 44.58 percent ahead of the 119,236 built in the year-ago week.

The 1984 production total climbed to 1,625,820 units, up 42.55 percent from 1,140,526 autos built in the comparable period last year.

Breakdown for the week by company was: General Motors, 61.03 percent; Ford Motor Co., 18.19 percent; Chrysler Corp., 15.26 percent; American Motors, 2.78 percent; Honda, 1.38 percent, and Volkswagen of America, 1.36 percent.

Ten auto plants worked additional hours last week.

At GM, Detroit, Fairfax (Kans.), Flint, Framingham (Mass.), Janesville (Wis.), Lansing; Leeds (Mo.); Linden (N. J.), and Lordstown (O.) worked two shifts Saturday (March 10).

Ford's Wayne (Mich.) facility also scheduled Saturday hours.

Canadian makers hit monthly peak in truck output

Canadian truck producers chalked up their highest February output ever by building 70,106 units. The previous February high was 69,626 in 1979. February's output was the best for any month since 70,932 trucks were assembled in June, 1981.

Truck assembly last week was targeted at 16,084 units, up 15.75 percent from the previous week's 13,896 and 55.71 percent greater than 10,329 built in the year-ago week.

Year-to-date, 158,333 trucks have been completed, a strong 73.10 percent improvement over 91,470 built during the same period last year.

Canadian auto makers also boasted impressive statistics for February. The month's production of 90,853 autos was the best for February since 93,463 were built in 1979.

The makers slated production of 21,436 cars last week, 16.24

U. S. CAR PRODUCTION

	Week Ended March 10, 1984	Week Ended March 12, 1983	Week Ended March 3, 1984	Feb. Total	Jan. 1 to March 12, 1983	Jan. 1 to March 10, 1984
AMERICAN MOTORS	4,800	3,982		17,358	34,910	36,569
AMC Total		745			4,071	
Eagle		745			4,071	
Renault Total	4,800	3,237		17,358	30,839	36,569
Alliance	2,400	2,237		8,797	30,839	18,362
Encore	2,400			8,561		18,207
CHRYSLER CORP.	26,300	16,072	21,362	113,042	138,356	249,723
Plymouth Total	7,900	6,528	6,791	33,541	52,035	75,079
Horizon	3,400	2,325	3,072	14,319	16,064	31,322
Reliant	3,900	4,120	3,312	17,317	35,364	40,015
Caravelle†	100	83	179	619	607	1,597
Gran Fury	500		228	1,286		3,090
Chrysler Total	8,500	3,245	6,546	36,437	30,977	79,955
LeBaron	2,500	1,555	2,003	11,683	15,436	24,842
Laser	1,600		852	6,496		15,028
Chrysler E-Class	1,900	1,690	1,986	8,364	15,541	19,949
Fifth Avenue	2,500		1,705	9,894		20,136
Dodge Total	9,900	6,299	8,025	43,064	55,344	94,689
Omni	3,400	2,113	2,649	13,663	16,966	28,344
Aries	3,200	2,700	2,895	14,200	25,615	32,379
Daytona	1,200		757	5,192		12,811
Dodge 400		524			5,181	
Dodge 600	1,500	962	1,206	6,946	7,582	15,911
Diplomat	600		518	3,063		5,244
FORD MOTOR	31,364	24,540	39,348	135,725	261,727	321,866
Ford Division	21,743	16,296	26,928	90,398	169,623	216,109
Escort	6,448	5,948	8,317	30,170	45,580	66,567
Fairmont					23,728	
Mustang	2,387		2,903	9,071	22,141	23,962
LTD	4,195	3,457	4,862	19,925	34,415	46,654
Thunderbird	2,509	4,673	4,069	13,627	28,094	32,268
Crown Victoria	1,318	2,218	2,029	5,778	14,955	15,735
EXP	437		630	2,670	710	6,441
Tempo	4,449		4,118	9,157		24,482
L-M Division	9,621	8,244	12,420	45,327	92,104	105,757
Mercury Total	6,623	6,165	8,824	32,063	70,736	74,977
Lynx	1,113	1,430	1,509	6,242	11,487	13,419
Capri	320		358	1,022	4,425	3,347
Zephyr					8,601	
Marquis	1,806	1,092	2,123	8,350	11,586	18,524
Cougar	1,403	1,611	2,198	5,806	10,764	15,341
Grand Marquis	1,217	2,032	1,596	8,325	23,631	17,479
Lincoln				242		6,867
Topaz	764		1,040	2,318		30,780
Lincoln Total	2,998	2,079	3,596	13,264	21,368	5,669
Continental	561	410	660	2,388	4,268	
Lincoln	1,873	983	2,248	8,327	9,412	16,074
Mark VI/VII	564	686	688	2,549	7,688	9,037
GENERAL MOTORS	105,199	72,024	92,115	415,172	683,024	972,527
Buick Division	21,447	16,593	21,876	89,895	165,455	210,418
Skylark	2,228	1,490	2,222	8,317	19,896	19,687
Skyhawk	3,947	1,419	3,829	13,033	14,247	33,293
Century	4,322	4,093	5,191	20,736	30,278	44,946
Regal	4,770	4,272	4,603	19,245	49,286	45,682
Buick	4,864	4,514	5,051	23,070	44,674	53,350
Riviera	1,316	805	980	4,739	7,074	11,967
Electra (fwd)				755		1,493
Cadillac Division	7,845	7,569	5,319	26,638	68,605	66,949
Cimarron	391	588	356	1,918	5,242	4,407
Seville	1,008	691	798	3,618	7,324	8,015
Eldorado	1,816	1,571	1,386	6,482	15,702	14,758
Cadillac	4,218	4,719	2,779	15,957	40,337	38,073
DeVille (fwd)	412			663		1,696
Chevrolet Division	33,694	22,051	30,126	145,464	195,980	331,776
Chevette	4,840	4,499	4,836	19,403	39,987	43,169
Cavalier	9,142	4,399	6,256	33,861	34,962	81,842
Celebrity	5,830	852	5,691	29,171	10,672	59,459
Camaro	5,276	3,341	5,012	21,857	34,871	52,772
Citation	2,491	2,820	1,637	8,407	22,730	19,161
Malibu/El Camino	731	2,852	627	2,950	25,836	6,236
Monte Carlo	2,435	1,759	3,221	16,434	16,107	38,302
Chevrolet	2,324	961	2,223	10,344	8,842	23,823
Corvette	625	568	623	3,037	1,973	7,012
Oldsmobile Division	30,031	17,793	25,198	105,419	185,238	254,272
Omega	1,265	1,087	1,173	4,054	14,895	9,857
Firenza	1,695	772	1,615	5,377	7,555	14,637
Cutlass Supreme	8,662	4,826	7,506	32,158	54,637	75,704
Cutlass Ciera	5,986	3,370	5,797	20,055	31,640	51,146
Oldsmobile	11,100	6,869	8,312	38,948	68,431	92,504
Olds 98 (fwd)	220			645*		1,556
Toronado	1,103	869	795	3,781	8,080	8,868
Pontiac Division	12,182	8,018	9,596	45,756	67,746	109,112
Acadian†	200	530	193	1,445	3,083	3,060
2000 Sunbird	3,512	1,579	2,329	12,120	15,727	29,034
1000	930	1,160	708	3,530	8,304	8,132
Firebird	2,200	2,189	2,103	9,190	16,285	22,224
Phoenix	390	806	235	1,148	5,778	3,190
G. Prix/Bonneville	1,800	1,754	1,560	5,948	18,569	14,697
Parisienne	520		441	2,029		4,728
Fiero	2,630		2,027	10,346		24,047
HONDA	2,375	557	1,890	8,255	4,141	21,894
VOLKSWAGEN	2,350	2,061	2,355	9,998	18,368	23,241
Total Cars, U. S.	172,388	119,236	157,070	699,550	1,140,526	1,625,820
Total Cars, Canada	21,436	16,129	18,441	90,853	180,377	207,855
N. American Cars	193,824	135,365	175,511	790,403	1,320,903	1,833,675
N. American Trucks	74,957	57,341	71,733	339,232	479,993	752,535
North American Cars and Trucks	268,781	192,706	247,244	1,129,635	1,800,896	2,586,210

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended March 10, 1984	Week Ended March 12, 1983	Week Ended March 3, 1984	Feb. Total	Jan. 1 to March 12, 1983	Jan. 1 to March 10, 1984
AMERICAN MOTORS	600		478	2,400	5,832	5,829
CHRYSLER CORP.		4,608			41,714	
FORD MOTOR	7,100	48	7,167	31,649	34,161	71,824
GENERAL MOTORS	13,511	11,248	10,559	55,893	96,465	128,049
VOLVO	225	225	237	911	2,205	2,153
Total Cars, Canada	21,436	16,129	18,441	90,853	180,377	207,855

TRUCK PRODUCTION IN U. S.†

	Week Ended March 10, 1984	Week Ended March 12, 1983	Week Ended March 3, 1984	Feb. Total	Jan. 1 to March 12, 1983	Jan. 1 to March 10, 1984
CHEVROLET	19,106	16,545	16,850	92,438	136,906	192,731
DODGE	4,000	2,783	3,769	17,193	22,398	40,341
FORD	21,488	20,311	24,385	97,535	154,001	224,075
GMC	6,515	5,164	5,461	25,126	44,231	60,588
INTERNATIONAL	1,014	1,030	1,184	5,982	8,771	13,020
VOLKSWAGEN		129			523	
JEEP	3,500		2,921	17,140	11,183	33,936
NISSAN	2,200		2,217	8,252		19,221
AM GENERAL	50*	50*	50*	260	500*	490*
MISCELLANEOUS	1,000*	1,000*	1,000*	5,200*	10,000*	9,800*
Total Trucks, U. S.	58,873	47,012	57,837	269,126	388,513	594,202

CANADIAN TRUCK PRODUCTION

	Week Ended March 10, 1984	Week Ended March 12, 1983	Week Ended March 3, 1984	Feb. Total	Jan. 1 to March 12, 1983	Jan. 1 to March 10, 1984
CHRYSLER CORP.	7,212	2,726	6,469	29,537	26,184	65,310
FORD MOTOR	2,400	3,128	2,379	13,427	22,102	31,094
GENERAL MOTORS	6,326	4,475	4,930	26,556	42,356	60,565
INTERNATIONAL	146		118	586	828	1,364
Total Trucks, Canada	16,084	10,329	13,896	70,106	91,470	158,333
N. American Trucks	74,957	57,341	71,733	339,232	479,993	752,535